

Lodi General Plan Update



Community Survey

August 2007

DRAFT

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1 Introduction and Purpose

As part of the Lodi General Plan Update, a survey was mailed to all households¹ in the city. The survey was designed to fulfill several objectives:

- Gain insight into residents' vision for the future;
- Inquire about the quality of life in Lodi and rank priorities for improvement;
- Find out what types of open-spaces, natural areas, and recreational facilities are needed;
- Gauge resident opinion on the agricultural/open-space community-separator around Lodi; and
- Segment the data by key demographic variables to uncover differences.

This report presents highlights of the findings of this survey, organized as follows:

- The *Methodology and Demographics of Respondents* section explains the methods used to compile this report and creates a profile of the survey respondents.
- The *Findings* section offers analysis of the findings from the substantive questions of the survey.
- *Appendix A* contains the original survey form.
- *Appendix B* presents the cross tabulation tables.²

1 A survey was mailed to all 19,070 households in the City's database. As of 2006, there were an estimated 23,000 households in Lodi. (Source: Report E-5, *California Department of Finance*.)

2 Cross-tabs were calculated for questions where less than 60 percent of respondents were in favor.

2 Methodology and Demographics of Respondents

2.1 METHODOLOGY

The mail-in survey was distributed to all households in Lodi as part of the public outreach process for the General Plan Update. The survey asked community members how they like living in Lodi currently and how the city should be improved upon over the next 20 years. Specifically, the survey sought to gauge public opinion on priorities and programs focused on planning for growth, protecting open-spaces and natural areas, maintaining a “greenbelt” between Lodi and Stockton, and economic development in downtown. Respondents were also asked if they would be in favor of raising taxes and fees to support certain projects and services.

Demographic information about the respondents was gathered and cross-tabulations were assembled. Cross-tabulation analysis enables differences between various groups to be analyzed. The survey included open-ended or free-form questions, opinion questions in which residents were asked to what extent they agreed or disagreed with certain statements, ranking questions, and check boxes (in which respondents could choose from among a selection of options).

The survey was located on the front and back of a single page that was part of a fold-out mailing containing background information on the General Plan and the update process. It was designed to be mailed back to the City’s Community Development Department office with pre-paid postage. The survey and other information were included in English and in Spanish. The survey was mailed to each of the households in the City’s 19,070-household database. All responses were coded into a separate database that allowed for various cross tabulations to be run. The City received 877 completed surveys (841 in English and 36 in Spanish), for a response rate of 4.6 percent.

DOES THE SURVEY RESPONSE REPRESENT THE COMMUNITY AT LARGE?

While a mail-in survey enables wide participation, its very nature introduces biases that should be considered when reviewing results.

These include:

- *Self-Selection Bias.* The demographic information collected suggests that the typical survey respondent is a white, middle class homeowner, has no children living at home, and has lived in Lodi for over 20 years. While this profile fits many households in Lodi, there are groups whose opinions are under-represented in the survey results including racial and ethnic minorities, people with children currently in the Lodi school system, people who have resided in the city for less than 20 years, young adults/professionals (often renters), and lower-income households. In addition, people who work long hours or have other pressures on their time are also less likely to respond to this kind of survey. Cross-tabulations were run for several questions to analyze how responses varied by demographic characteristics; these are only discussed in this report where there were significant differences among group characteristics.
- *Age Bias.* Only one survey was sent to each household and therefore only one person residing in each home likely replied. It is highly probable that the person who replied was the head of the household or parent, if the household included children. Therefore, the opinions and ideas of Lodi's younger residents and youth are heavily underrepresented.

In addition to these built-in biases, the demographics of the survey respondents did not entirely reflect those of the city as a whole. As was mentioned above, the age of survey respondents could be biased because older household members are more likely to fill out the survey than their younger counterparts. Indeed, while according to the 2000 Census, the median age in Lodi was a little over 34 (34.1), the median age of survey respondents was almost 57 (56.8). In addition, according to the Census, in 2000, 74.4 percent of Lodi's population was white, 5.1 percent was Asian, and 27.1 percent was Latino. The survey respondents reported that they were 86.2 percent white, 3.9 percent Asian, and only 6.6 percent Latino. Furthermore, while 54.6 percent and 45.4 percent of households were owner-occupied and renter-occupied in 2000, 87.5 and 12.5 of survey respondents owned and rented, respectively. Finally, the Census reported that the median household income in Lodi in 1999 was \$39,570. Adjusted to 2006 dollars, this is \$47,757. The median household income of survey respondents was between \$50,000 and \$74,999.

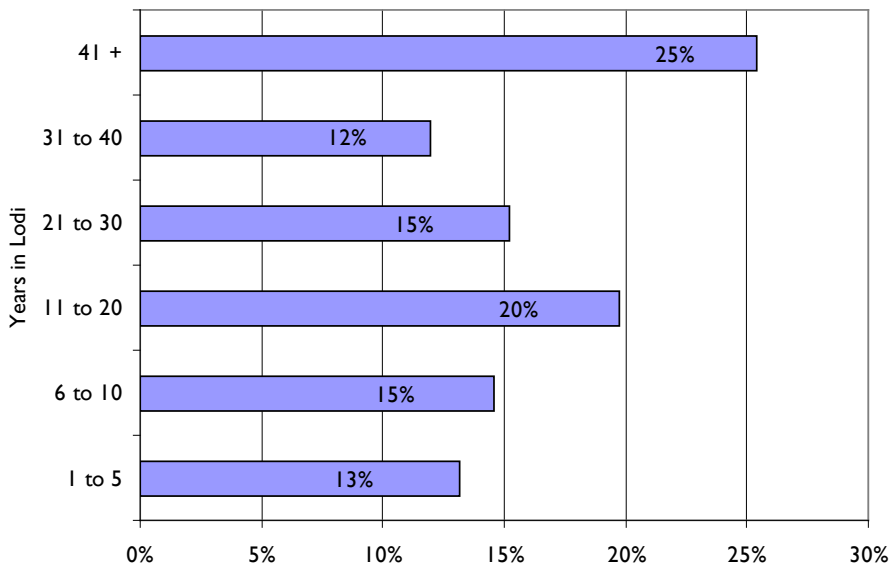
2.2 DEMOGRAPHICS OF RESPONDENTS

Residents were asked to report certain demographic information to understand how well the survey respondents represent the Lodi population. The following information was originally located at the end of the survey in Question’s 12-20.

Number of Years Lived in Lodi

The number of years that respondents have lived in Lodi ranged from 1 year (17 respondents) to 90 years (1 respondent). The average number of years that survey respondents reported that they had lived in the city was 28. The median or middle number of years that respondents have lived in Lodi was 23.

Chart 1: Number of Years Survey Respondents Have Lived in Lodi



Age

The median age of survey respondents was 58 years old. Out of the 877 respondents, 809 reported their age.

Table 2-1. Age of Survey Respondents

17-29 years	6%
30-39 years	9%
40-49 years	18%
50-64 years	33%
over 65 years	34%

Chart 2: Age of Survey Respondents

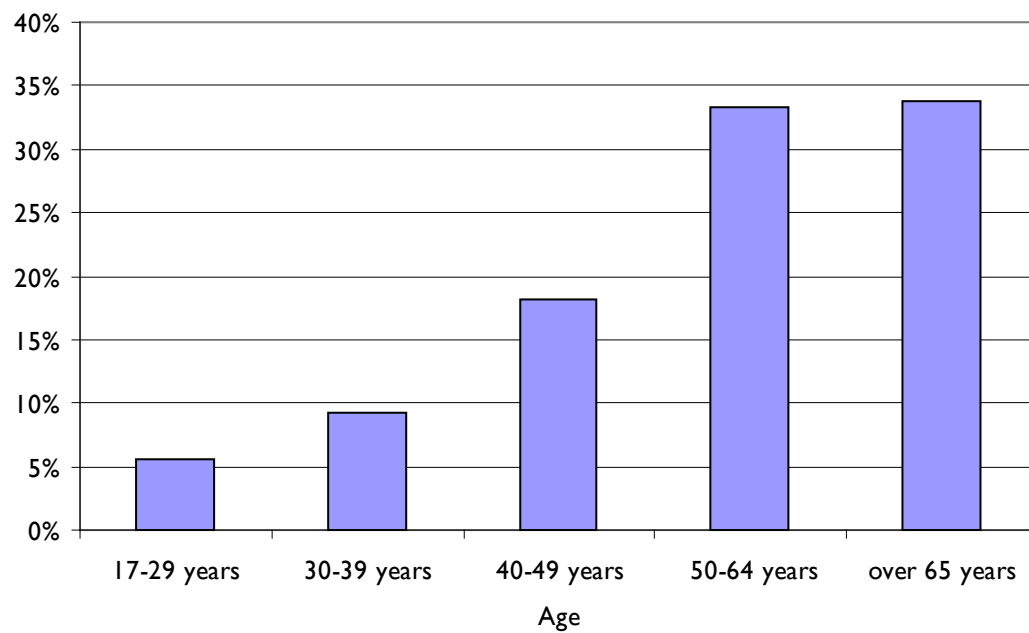
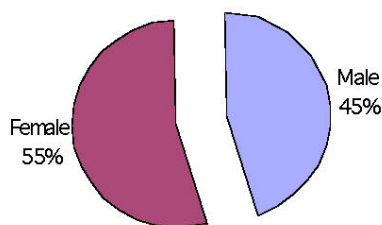


Chart 3: Gender of Survey Respondents



Gender

Out of the 820 survey respondents who reported their gender, 370 (45.1%) were male and 450 were female (54.9%).

Employment and Education

Survey respondents were asked where they currently work or attend school. They were given the following options to choose from:

- Lodi
- Woodbridge
- Stockton
- Elk Grove
- Sacramento

Out of the 877 survey responses, only 462 answered this question. Perhaps the low response rate can be attributed to the fact that many people who answered this survey question work or go to school elsewhere or are retired, and therefore do neither. Indeed, many respondents checked the “other” box and wrote in that they are retired or are homemakers. A number of respondents also wrote that they work or go to school in the Bay Area, Manteca, Modesto, or Tracy.

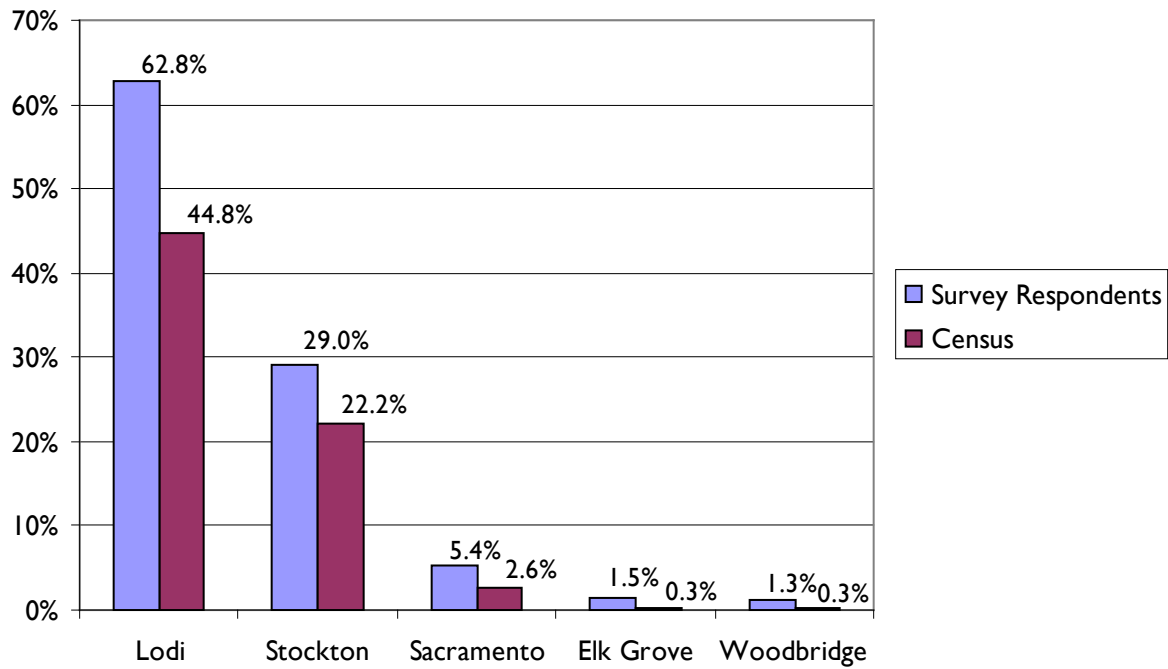
The majority of respondents reported that they work or go to school in Lodi (62.8%) or Stockton (29.0%). Other respondents indicated that they work in Sacramento (5.4%), Elk Grove (1.5%), or Woodbridge (1.3%).

See the Table 2-2 and Chart 4 for a comparison of survey respondent responses and data from the 2000 Census. Census data only includes where Lodi residents work, and only takes into account employed residents. Furthermore, according to the Census, only about 70 percent of Lodi residents work in Lodi, Stockton, Sacramento, Elk Grove, or Woodbridge—the categories that those surveyed were given to choose from. Given these differences, it is hard to compare the two data sets; however, it is likely that the survey respondents included a greater proportion of those who work or go to school in Lodi.

Table 2-2. Work and School Location: Survey Respondents vs. Census*

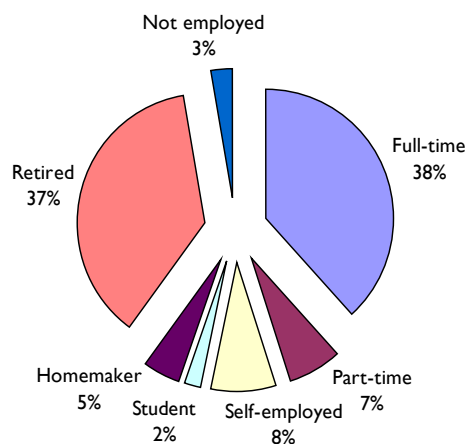
Location	Survey Respondents		Census	
	Number	Percent	Number	Percent
Lodi	290	62.8%	10,630	44.8%
Stockton	134	29.0%	5,255	22.2%
Sacramento	25	5.4%	620	2.6%
Elk Grove	7	1.5%	70	0.3%
Woodbridge	6	1.3%	70	0.3%

*Census data only reflects work location.

Chart 4: Work and School Location: Survey Respondents vs. Census*

*Census data only reflects work location.

Chart 5: Employment Status



Employment Status

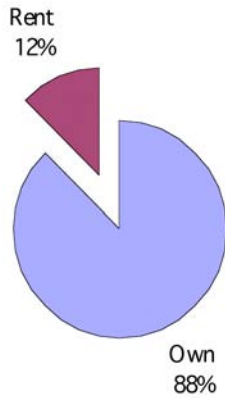
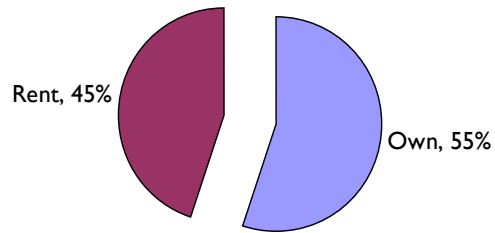
Residents were asked about their employment status. They were given the following options and asked to select all that apply:

- Full-time
- Retired
- Self-employed
- Part-time
- Homemaker
- Not employed
- Student

Out of the 877 survey responses, 828 people answered this question. A little over 40 percent (40.6%) of respondents worked full-time. Almost the same percentage of survey respondents were retired (39.4%). About 9 percent (8.8%) of respondents were self-employed, followed by those who checked off: part-time (7.1%), homemaker (5.2%), not employed (2.9%), and student (2.1%). As was mentioned earlier, time constraints of those who work probably accounts for the high percentage of retirees who responded to the survey.

Housing: Own or Rent?

Residents were asked if they owned or rented their homes. Almost 90 percent (87.5%) of the 825 people who answered this question own their homes, while about 12.5 percent rent. These statistics vary quite a bit from those reported by the 2000 Census. The Census reported that almost 55 percent (54.6%) of housing units were owner-occupied, while about 45 percent (45.4%) were renter-occupied. Perhaps the survey responses vary so much from the Census data because of the larger proportions of older residents and higher-income people (a greater proportion of whom are owners) who answered the survey.

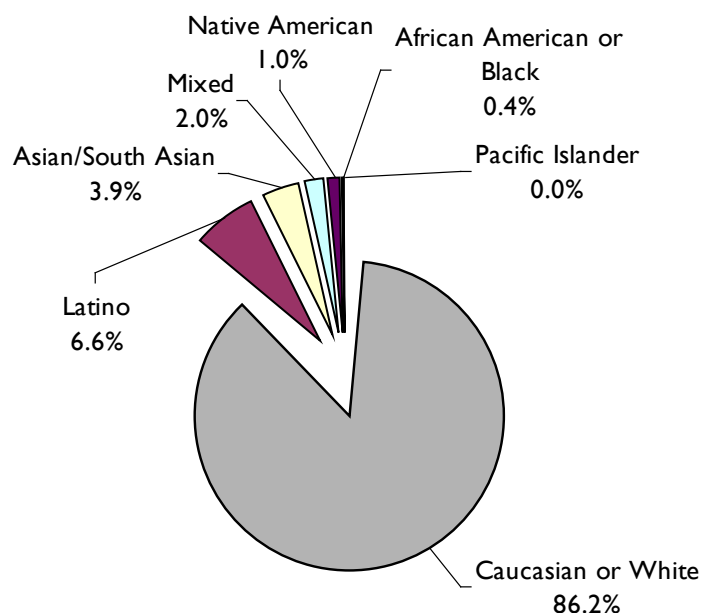
Chart 6: Own or Rent: Survey Respondents**Chart 7: Own or Rent: Census (2000)**

Ethnicity

The survey asked residents to report their ethnicity. Over 85 percent (86.2%) of the 816 respondents said they were Caucasian or white. Almost seven percent (6.6%) said they were Latino, followed by Asian/South Asian (3.9%), Mixed (2.0%), Native American (1.0%), and African American or black (0.4%). No survey respondents reported that they were Pacific Islander.

Table 2-3. Ethnicity of Survey Respondents

	Number	Percent
Caucasian or White	703	86.2%
Latino	54	6.6%
Asian/South Asian	32	3.9%
Mixed	16	2.0%
Native American	8	1.0%
African American or Black	3	0.4%
Pacific Islander	0	0.0%

Chart 8: Ethnicity of Survey Respondents


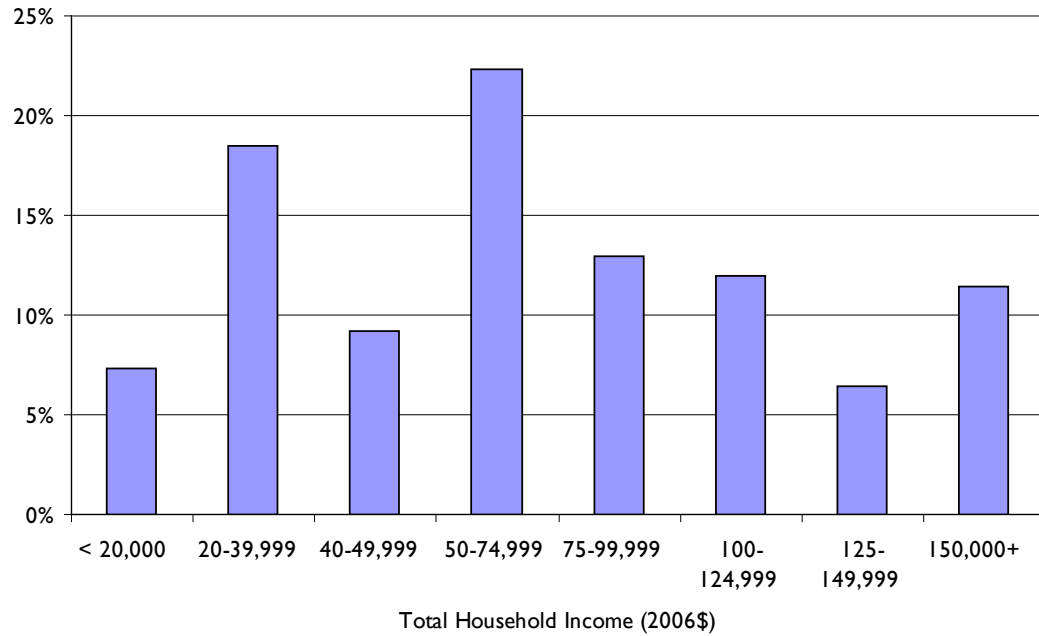
Judging by the results of the 2000 U.S. Census, the survey respondents do not mirror the ethnicity of Lodi residents. According to the 2000 Census, only 74.4 percent of Lodi residents were white, while over 27 percent (27.1%) reported that they were Latino. Furthermore, while those of Asian or South Asian descent only represent 3.9 percent of survey respondents, in 2000, they represented over five percent (5.1%) of the population.

Household income in 2006 (pre-tax dollars)

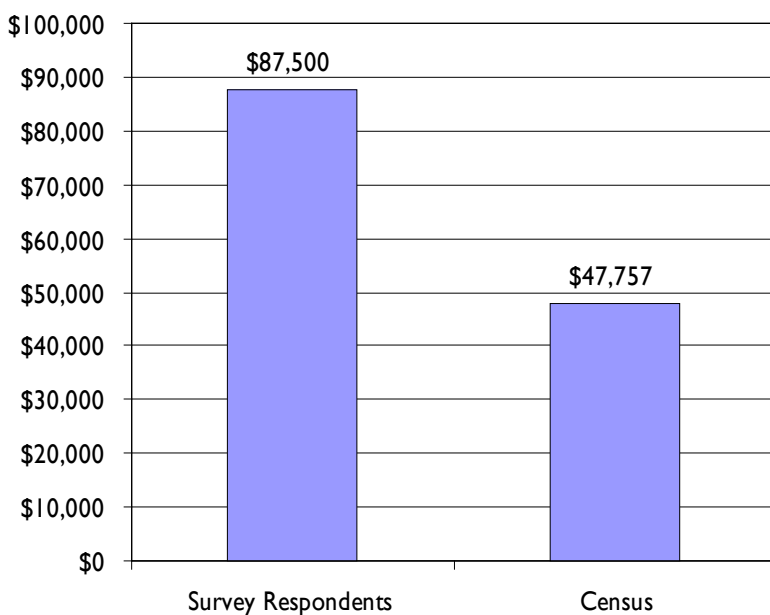
The survey also asked residents to report their 2006, pre-tax income. The median response, of the 763 of 877 people who answered this question, was \$50,000-\$74,999 (\$87,500 being the midpoint of the range).

Table 2-4. Household Income of Survey Respondents (2006\$)

Total Household Income	Number	Percent
< 20,000	56	7%
20-39,999	141	18%
40-49,999	70	9%
50-74,999	170	22%
75-99,999	99	13%
100-124,999	91	12%
125-149,999	49	6%
150,000+	87	11%

Chart 9: Household Income of Survey Respondents (2006\$)

According to the 2000 Census, the median household income of survey respondents was substantially higher than the median household income of Lodi residents.

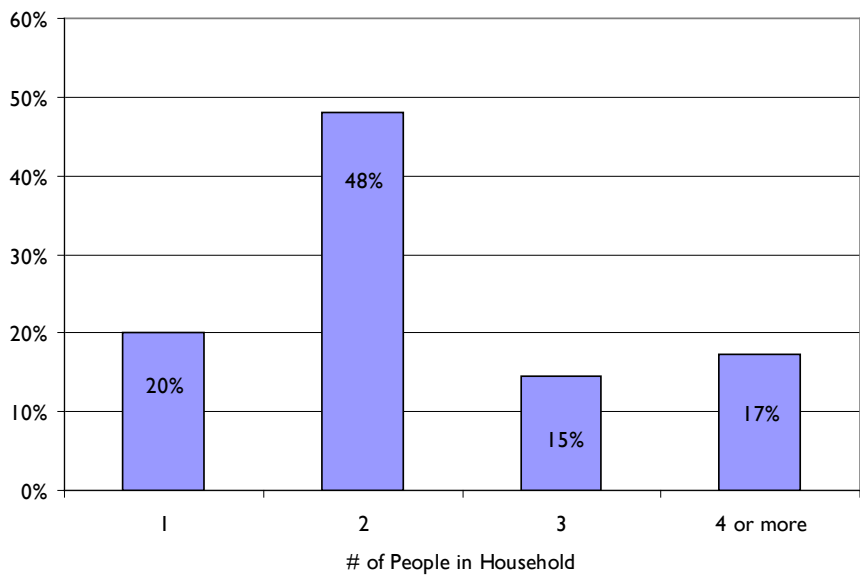
Chart 10: Median Household Income: Survey Respondents vs. Census*

*The Census figure was converted from 1999 to 2006 dollars, accounting for inflation.

Household Size

Residents were asked about the size of their household and 816 of 877 survey respondents answered this question. Forty-eight percent reported a household size of 2, while 20.0 percent answered that they lived on their own. Over seventeen percent (17.4%) said they lived in a household with four or more people, and almost 15 percent (14.6%) said they lived in a three-person household.

Chart 11: Household Size



The median household size of survey respondents was two, while the Census reported a median household size of nearly 2.8. This difference could be due to the fact that a lot of retirees who do not have children living at home responded to the survey.

3 Findings

The survey responses are summarized below. Please refer to *Appendix A* for a copy of the survey questions.

Question #1: What is best about living in Lodi?

In an open-ended question, residents were asked what they liked most about living in Lodi. The vast majority of survey respondents—88.3 percent—commented on this question. Most respondents mentioned multiple qualities that they liked best about living in the city.

Over half of respondents (56.3%) remarked that they liked the small-town feel best about living in Lodi. While some spoke of Lodi’s “community spirit,” and others of the city’s “hometown feel,” the majority of survey respondents enjoyed and valued the intimate community atmosphere that Lodi provides.

In many ways, the other characteristics that survey respondents wrote about speak to the qualities that create this environment. For instance, a large number of people commented on the strength of the Lodi community, the warmth of the citizens, and the family-oriented nature of the city. Several respondents most liked the unique businesses, farmers’ market, and public artwork in the downtown, while others specifically commented on the light traffic and the location of Lodi.

Many people also said that they most enjoyed the cleanliness of the city as well as the safety level or low crime rate. Others mentioned the wineries or farming, the school system, the beauty of the city, and the weather as qualities that they most enjoyed about Lodi.

Question #2: Looking ahead, what is the most important thing that should be done to improve Lodi?

Residents were asked to write about what should be done in the future to improve Lodi. An overwhelming majority of survey respondents—86.5 percent—offered their comments.

The vast majority of respondents answered Question #1 by stating that they most liked Lodi’s small-town feel. Likewise, for Question #2, many respondents mentioned that keeping Lodi small and planning smartly for growth were the most important things that should be done to improve the city’s future.

While in Question #1, some survey respondents praised Lodi’s public safety and low crime rate, in Question #2, other respondents wrote about their concern for rising crime and gang activity in the city. In answering Question #2,

A man said he most liked “the embracing nature of the community...not just the physical layout of the city. Everything I need is close at hand, just minutes away from Lodi’s downtown.”

One woman commented: “My husband and I have lived here all our lives. Although the population has gone from 17,000 to 60,000 it still has a small-town feel...”

some survey respondents mentioned the need for activities for children and teenagers. These factors are likely related, as unoccupied youth often get into trouble. Suggestions for curbing criminal activity ranged from hiring more police (as well as soliciting more volunteer police officers to play a role in proactive crime prevention), addressing the drug problem, and being more honest about the fact that crime is a real issue in the city.

Another common sentiment that survey respondents expressed was that there should be a greenbelt or community-separator between Lodi and Stockton. Respondents reasoned that the greenbelt would help maintain the city's agricultural identity, control growth, prevent sprawl, and serve to buffer Lodi from Stockton.

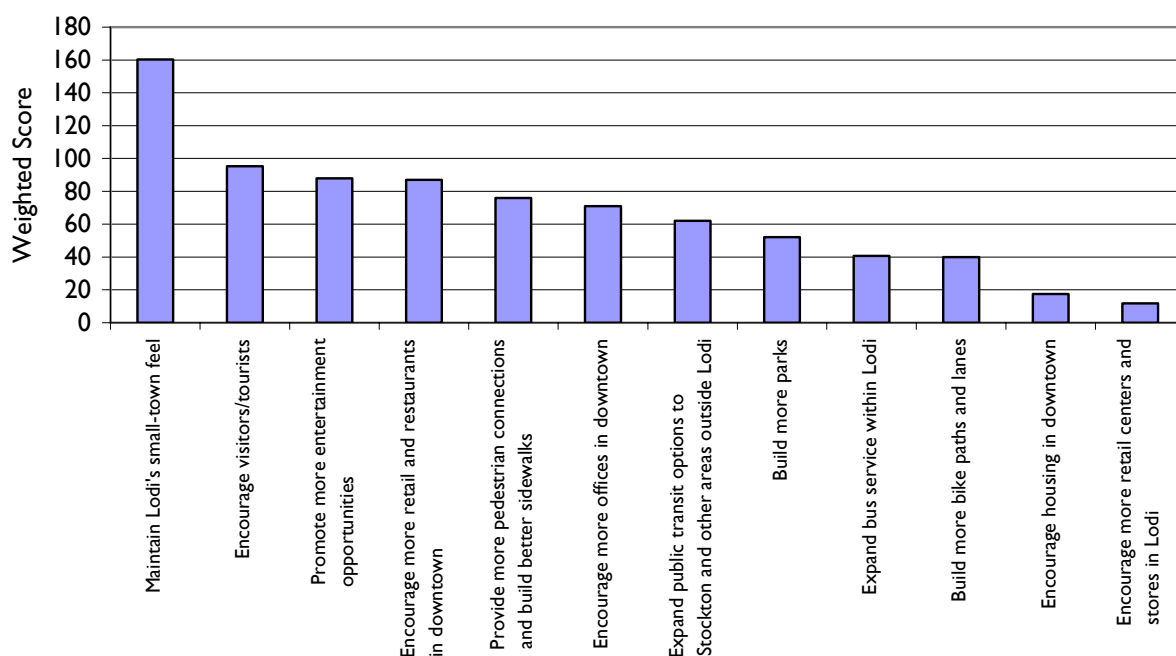
Furthermore, a number of residents, both pro- and anti-Walmart Supercenter, commented on the debate surrounding the store's introduction to the city.

Question #3: Planning for the future—the next 20 years:

Survey respondents were asked to rate a list of 12 opportunities that the City of Lodi should pursue over the next 20 years. These opportunities included maintaining the current feel of the community, creating more parks, encouraging economic development in the downtown, and providing residents and visitors with expanded pedestrian, bike, and transit options. Survey respondents could “strongly agree,” “somewhat agree,” “somewhat disagree,” “strongly disagree,” or mark “no opinion” when asked about a particular statement. See the Table 3-1 for the full results.

Table 3-1. Opportunities the City Should Pursue

	Weighted Score	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Opinion
Maintain Lodi's small-town feel	160.25	76%	16%	3%	3%	2%
Encourage visitors/tourists	95.29	39%	40%	11%	6%	4%
Promote more entertainment opportunities	87.95	36%	40%	12%	6%	7%
Encourage more retail and restaurants in downtown	86.99	41%	34%	13%	7%	5%
Provide more pedestrian connections and build better sidewalks	75.92	33%	37%	16%	6%	8%
Encourage more offices in downtown	70.97	27%	44%	16%	6%	7%
Expand public transit options to Stockton and other areas outside Lodi	62.00	31%	34%	12%	11%	11%
Build more parks	52.18	22%	45%	17%	9%	8%
Expand bus service within Lodi	40.77	21%	35%	16%	10%	17%
Build more bike paths and lanes	39.90	29%	30%	20%	14%	8%
Encourage housing in downtown	17.49	20%	33%	21%	17%	9%
Encourage more retail centers and stores in Lodi	11.86	24%	30%	21%	23%	3%

Chart 12: Opportunities the City Should Pursue (sorted by priority)

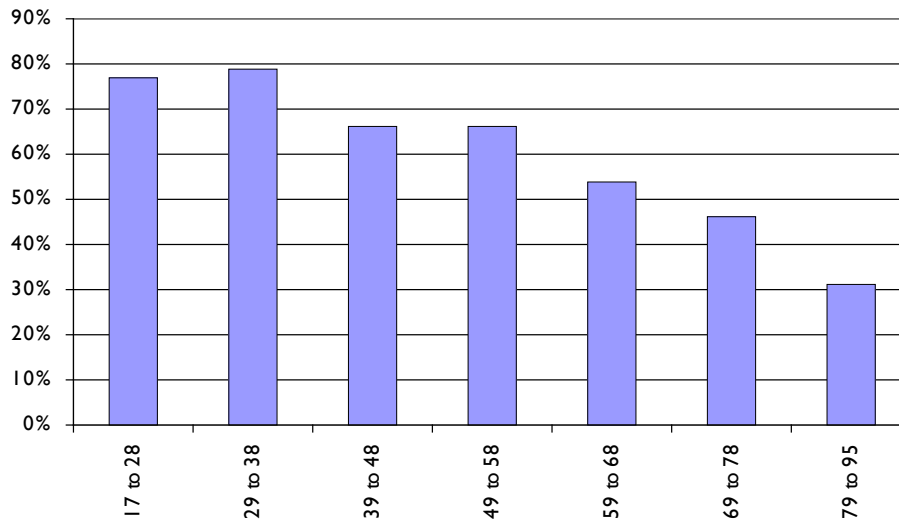
Survey respondents overwhelmingly thought the City should pursue maintaining Lodi's small-town feel. Indeed, over 76 percent of respondents strongly agreed and 16 percent somewhat agreed that maintaining Lodi's small-town feel should be a priority. In fact, less than six percent (5.8%) of respondents somewhat disagreed or strongly disagreed with this statement. This is not surprising given that in Question #1 and #2 of the survey, respondents expressed their affection for Lodi's small-town qualities such as the friendliness of the residents, the quaint nature of the downtown, and the family atmosphere.

Encouraging visitors/tourists, more retail and restaurants downtown, and more entertainment opportunities were other topics that enjoyed overwhelming support (more than 75% of respondents agreed or strongly agreed). Providing more pedestrian connections and better sidewalks, and encouraging offices downtown were also supported or strongly supported by more than 70 percent of the respondents, while expanding public transit options to Stockton and other areas outside Lodi, and building more parks enjoyed greater than 60 percent support.

The community was divided on two issues—encouraging more retail centers and stores in Lodi, and encouraging housing downtown, although slim majorities favor both.

Cross-tabulations were run on items on which there was less than 60 percent support to understand the perspectives of demographic sub-groups. These detailed tabulations are included in Appendix B; following are some highlights:

- *Encourage more retail centers and stores in Lodi.* This is opposed by 44 percent of survey respondents. Opposition is especially strong in the 39-58 year age group, with just over 70 percent of this group opposed. In terms of income, opposition is strongest in households with incomes between \$50,000 and \$100,000, with levels of opposition declining in both lower and higher income groups. Opposition is also greater with those who have lived in Lodi longer than 10 years.
- *Encourage Housing Downtown.* There was great support for this among those 17 to 28 years of age (nearly 70% supporting or strongly supporting), as well as those 69 to 78 years age (more than 57% in favor). Other age groups were divided in their support. Support was also strong with Asians (61% in favor) and with high-income households (69% of households with incomes greater than \$125,000 in favor).
- *Expand Bus Service within Lodi.* More than 60 percent of people 59 years or older favored this, as did nearly 60 percent of those younger than 28. Support is less pronounced in other age groups. More than 77 percent of Asians and 63 percent of Latinos also supported this.
- *Build More Bike Paths and Lanes.* Overall, 59 percent of respondents favored this. Support was greatest with those younger, and generally more affluent, as well as with the Asian population (nearly 70 percent of Asians in favor).

Chart 13: Support for Bike Paths and Lanes by Age Group**Question #4: Which types of new open-spaces, natural areas, and recreation facilities are needed in and around Lodi?**

Survey respondents were asked to rank ten different types of open-spaces, natural areas, and recreation facilities on a scale of 1 to 10 with 1 being the highest priority and 10 being the lowest. Residents could choose between natural areas for hiking, bird watching, equestrian, or some other use; neighborhood and community parks, active sports parks and ball fields; indoor gyms and sports facilities; aquatic centers; bicycle paths; recreational trails along canals; improving access to the Mokelumne River; developing a regional sports complex; or some other priority (respondents could fill in the blank). Table 3-2 shows the complete results.

Table 3-2. Open-spaces, Natural Areas, and Recreation Facilities

	Weighted Score	1	2	3	4	5	6	7	8	9	10	Total
Natural areas for hiking, bird watching, equestrian, etc.	679.47	25% (177)	11% (75)	11% (78)	8% (60)	15% (106)	9% (61)	6% (42)	5% (36)	5% (32)	69% (41)	100% (708)
Neighborhood and community parks	659.33	17% (120)	11% (79)	12% (87)	13% (92)	17% (120)	9% (62)	6% (44)	6% (44)	3% (24)	5% (37)	100% (709)
Other high priority	649.98	44% (78)	9% (16)	2% (3)	3% (5)	3% (6)	2% (4)	4% (7)	3% (6)	5% (8)	24% (43)	100% (176)
Recreational trails along canals	621.91	10% (73)	15% (107)	15% (103)	12% (83)	12% (85)	7% (52)	7% (46)	8% (59)	5% (38)	8% (55)	100% (701)
Improve access to the Mokelumne River	615.83	17% (122)	11% (79)	12% (81)	9% (61)	14% (95)	5% (36)	7% (47)	9% (63)	8% (57)	8% (58)	100% (699)
Bicycle paths	606.34	10% (72)	14% (99)	12% (88)	10% (70)	15% (106)	9% (63)	9% (60)	8% (53)	4% (31)	9% (64)	100% (706)
Active sports parks and ball fields	601.99	11% (73)	10% (72)	12% (82)	9% (61)	18% (122)	12% (86)	11% (74)	8% (56)	4% (28)	6% (41)	100% (695)
Aquatic center	537.88	14% (94)	8% (57)	8% (57)	8% (54)	10% (70)	8% (53)	11% (78)	10% (72)	9% (61)	14% (95)	100% (691)
Indoor gyms and sports facilities	525.34	9% (61)	9% (61)	7% (50)	8% (54)	13% (89)	10% (70)	11% (78)	14% (95)	8% (53)	11% (74)	100% (685)
Develop a regional sports complex	448.64	10% (70)	8% (53)	5% (33)	5% (36)	8% (56)	5% (37)	9% (61)	10% (65)	20% (136)	20% (135)	100% (682)

Using a system of weighted scores, the priorities favored by survey respondents are shown in Table 3-2. Natural areas for recreation, neighborhood and community parks, and recreational trails along canals, and improved access to Mokelumne River ranked the highest, while development of a regional sports complex ranked the lowest. These results should be considered in light of fact that the average responder to the survey is older than the general Lodi population.

While it ranked third overall, over forty-four percent (44.3%) of respondents chose “other priority” and filled in the blank as their top choice. Many people wrote that the Grape Bowl should be refurbished. Others mentioned the need for a bowling alley or skating rink or advocated for preserving existing areas. Echoing the sentiments that a lot of people voiced earlier in the survey, many respondents wrote about the need for teen/youth centers as well as a community-separator or “green belt” between Lodi and Stockton.

Question #5: Should there be an agriculture/open-space/community-separator around Lodi? If so, how should this be developed?

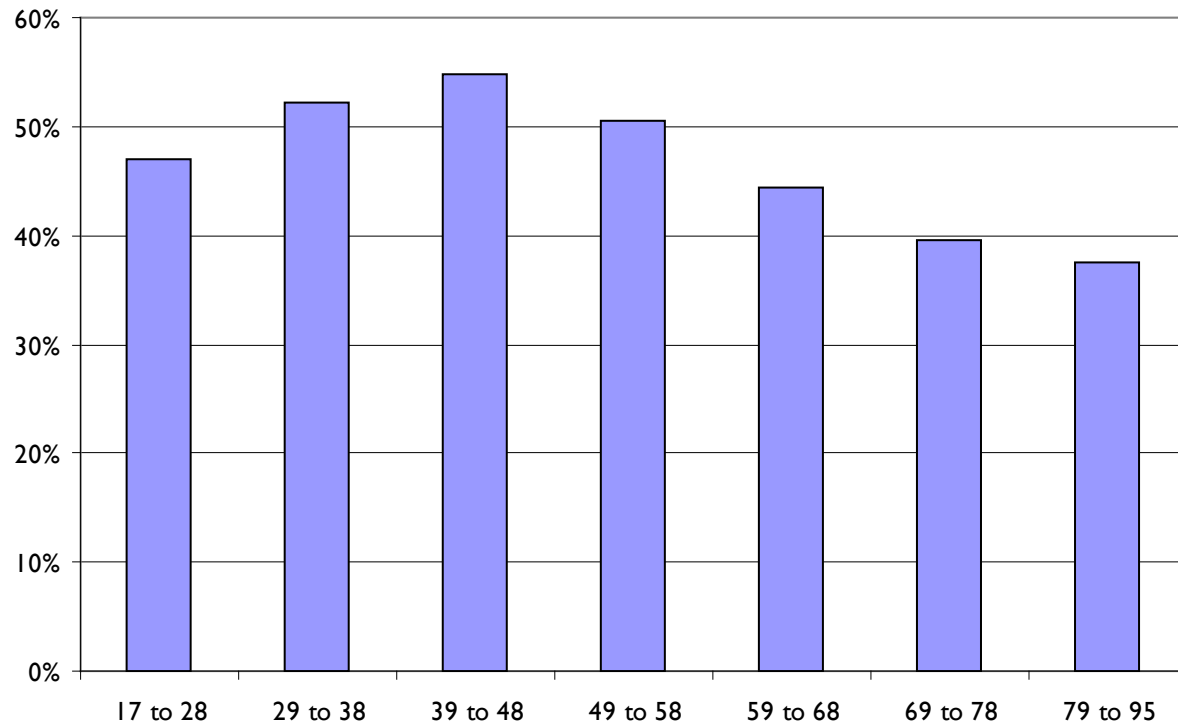
Survey respondents were asked if they supported or opposed four statements regarding agriculture, open-space, and the community-separator between Lodi and Stockton. These statements sought to gauge the community’s reaction to maintaining land around Lodi in agriculture/open-space or as a community-separator through land use restrictions, maintaining a community-separator or open-space/agriculture between Lodi and Stockton, maintaining the land all around Lodi specifically in agricultural use, and imposing a parcel tax that would be used to purchase land between Lodi and Stockton to act as a community-separator. Survey respondents could “strongly agree,” “somewhat agree,” “somewhat disagree,” “strongly disagree,” or mark “no opinion” when asked about a particular statement. See Table 3-3 for the complete results.

Table 3-3. Agriculture/Open-Space/Community-separator

	Weighted Score	<i>Strongly Support</i>	<i>Support</i>	<i>Oppose</i>	<i>Strongly Oppose</i>	<i>No Opinion</i>
Land between Lodi and Stockton should be maintained as an agricultural or open-space community-separator via land use restrictions	141.25	69%	18%	4%	5%	3%
Land around Lodi should be specifically maintained in agricultural use	137.83	63%	24%	5%	4%	4%
The City should ensure that land around Lodi is maintained as agriculture, open-space, or a community-separator by purchasing land	75.50	42%	25%	14%	10%	9%
Would you support a parcel tax to pay for the acquisition of land around Lodi for an agricultural or open-space community-separator?	-9.04	18%	28%	20%	26%	8%

Using a weighted scale, survey respondents expressed strong support for maintaining land between Lodi and Stockton as an agricultural or open-space/community-separator via land use restrictions. Respondents also indicated their support for expressly maintaining land around Lodi in agricultural use and for the City to ensure that the land around Lodi is maintained as agriculture, open-space, or a community-separator by purchasing land.

However, residents who responded to this survey question were fairly evenly split between supporting and opposing a parcel tax to pay for the acquisition of land around Lodi to be used as an agricultural or open-space/community-separator, though as a whole, they opposed such a measure. Opinion varied with age, with older respondents typically showing less support for the parcel tax than younger respondents. Thus, while residents overwhelmingly favored a greenbelt between Lodi and Stockton and preserving agricultural resources around the City, they favored a regulatory approach rather than a parcel tax to achieve these objectives.

Chart 14: Support for Parcel Tax by Age Group

Surveyed residents who were in favor of a parcel tax were asked the amount per year they would be willing to pay. The 233 people who responded to this question said they would be willing to pay an average of \$181 dollars per parcel to support land acquisition around Lodi for an agricultural or open-space/community-separator.

Question #6: Should taxes or fees be raised by the City to support certain types of programs and projects?

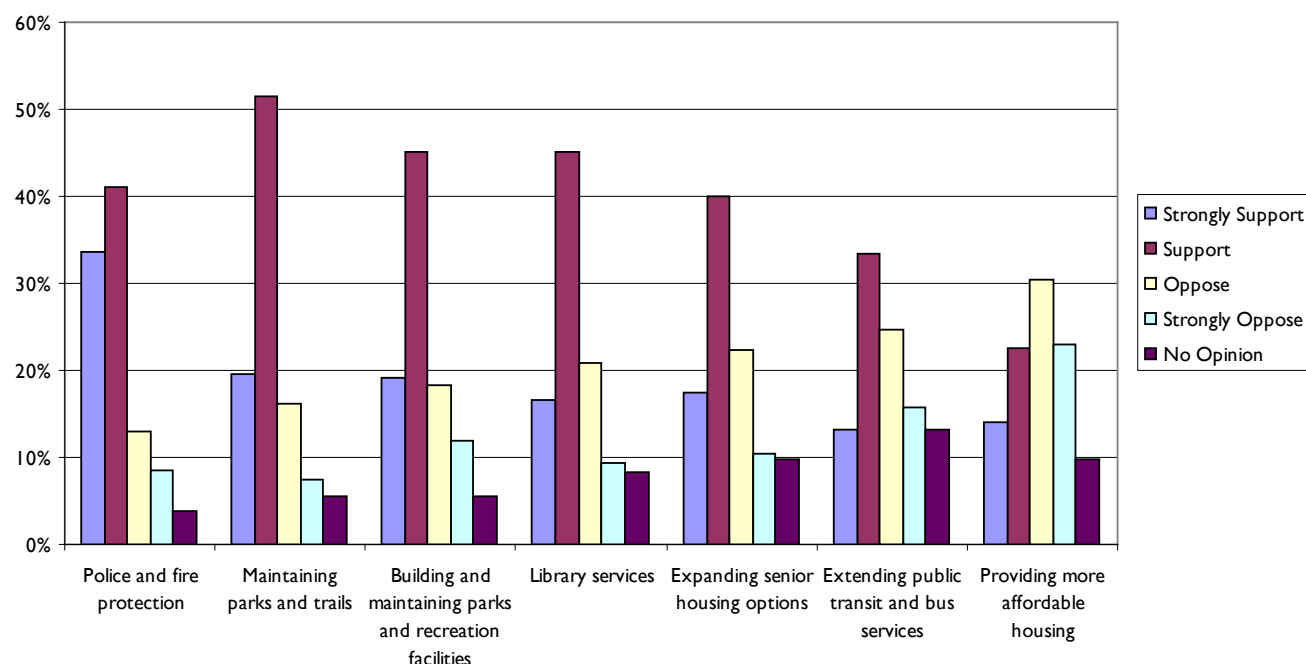
Survey respondents were asked if they supported or opposed increasing taxes and fees for certain programs and projects that would serve the community. Specifically, the survey sought to judge the level of support for tax and fee increases for building and maintaining parks and recreation facilities; police and fire protection; expanding senior housing options; library services; maintaining parks and trails; extending public transit and bus services; and providing more affordable housing.

Using a weighted scale, survey respondents were very much in favor of tax and fee increases to support police and fire protection. A majority of respondents also expressed their support for increases to provide for the maintenance of parks and trails, building and maintaining parks and recreation facilities, library services, expanding senior housing options, and extending public transit and bus services. A majority of respondents stated that they oppose increasing taxes and fees for the purpose of providing more affordable housing.

Table 3-4. Taxes and Fees for Programs

	Weighted Score	<i>Support</i>	<i>Oppose</i>	<i>Strongly Oppose</i>	<i>No Opinion</i>
Police and fire protection	78.25	41%	13%	9%	4%
Maintaining parks and trails	59.33	51%	16%	8%	5%
Building and maintaining parks and recreation facilities	41.53	45%	18%	12%	6%
Library services	38.76	45%	21%	9%	8%
Expanding senior housing options	32.04	40%	22%	10%	10%
Extending public transit and bus services	3.86	33%	25%	16%	13%
Providing more affordable housing	-25.94	22%	31%	23%	10%

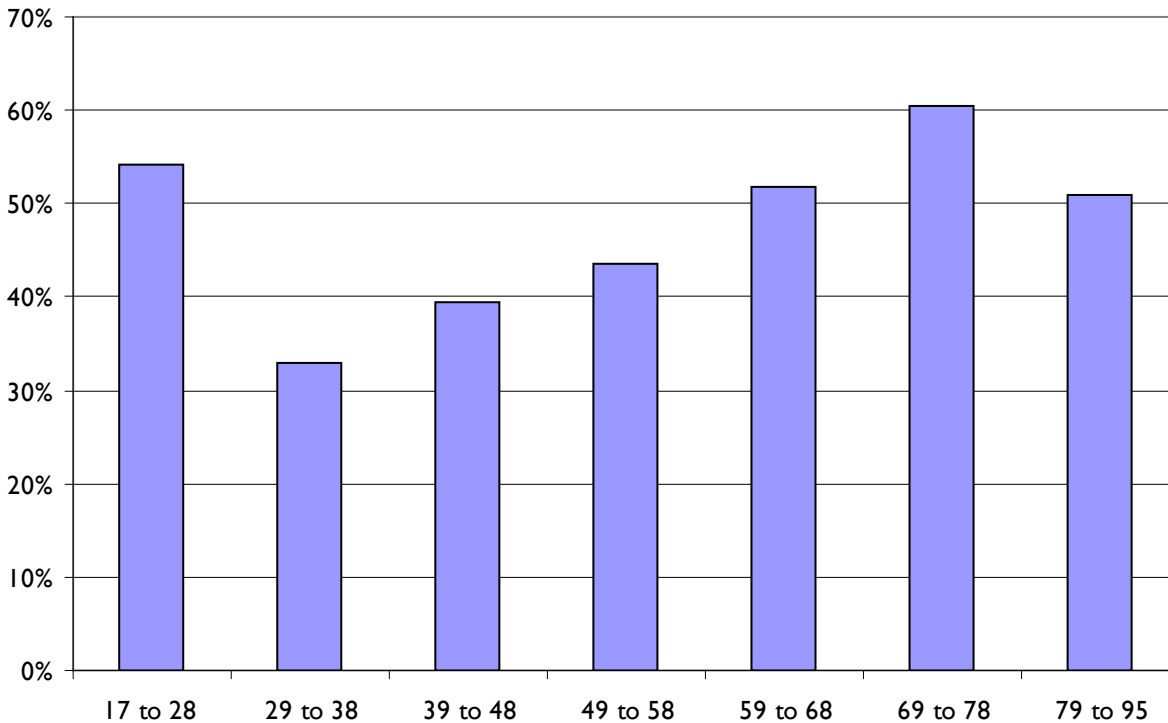
Chart 15: Opinion on Taxes and Fees to Support City Programs and Projects



Cross-tabulations were run on items on which there was less than 60 percent support to understand the perspectives of demographic sub-groups. These detailed tabulations are included in Appendix B; following are some highlights:

- Expanding Senior Housing Options.* Increasing taxes and fees for this purpose was opposed by almost a third (32.6%) of survey respondents. Those with lower household incomes tended to be more in favor of raising taxes and fees to support expanding senior housing options.
- Extending Public Transit and Bus Service.* Over half of respondents in the youngest age bracket, 17 to 28 year olds, and the oldest three age brackets (59 to 68, 69 to 78, and 79 to 95) supported extending public transit service. The majority of those ages 29 to 58 (age brackets 29-38, 39 to 48, and 49 to 58) did not support raising taxes and fees for this purpose. Notably, two-thirds of Asian respondents were in favor of tax and fee increases to support extending public transit and bus service (this makes sense given the overwhelming support that Asians showed for public transit expansion in Question #3).

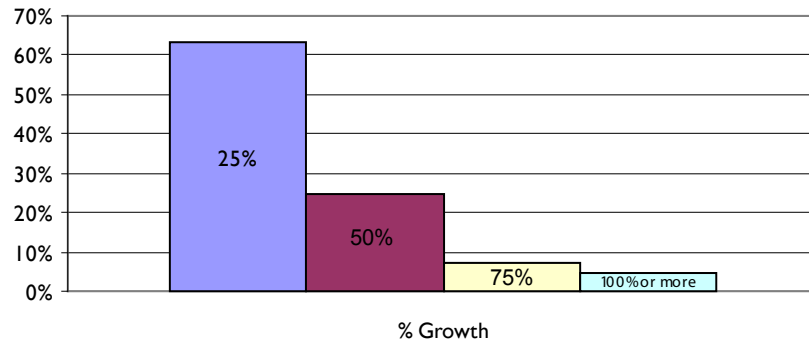
Chart 16: Age and Extending Public Transit and Bus Service



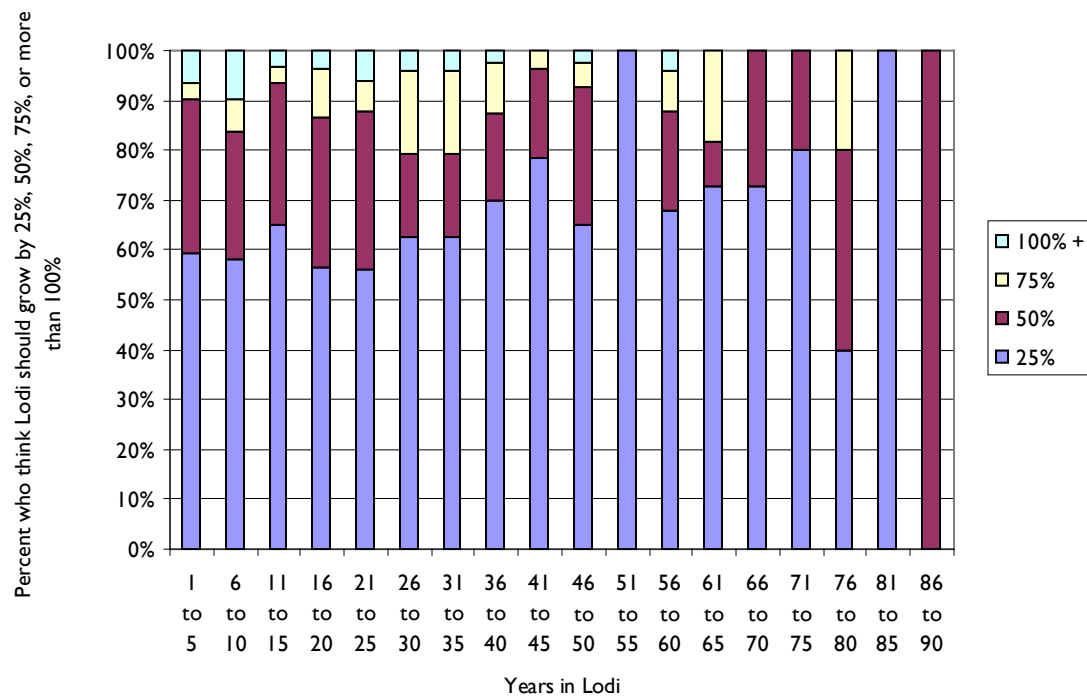
- Providing More Affordable Housing.** Increasing taxes or fees for this was opposed or strongly opposed by 54 percent of survey respondents. The youngest and the oldest respondents (age brackets 17 to 28 and 79 to 95) were the only groups where the majority supported raising taxes and fees to provide more affordable housing, although only by a slim margin. Not surprisingly, those with the lowest household incomes (less than \$20,000) showed strong support for tax and fee increases to provide affordable housing. Whereas almost 65 percent of people with household incomes less than \$20,000 supported this measure, only 14.6 percent of those with incomes over \$150,000 supported it.

Question #7: Lodi’s population was 62,800 in 2006—an increase of 76 percent over 25 years (it was 27,200 in 1981). How large should the community grow to in 25 years?

Survey respondents were given the following options to choose from: 25 percent (78,500 residents total), 50 percent (94,200 residents total), 75 percent (109,900 residents total), 100 percent or more (125,600 residents or more). Almost two-thirds (63.1%) of respondents thought that Lodi’s population should only grow by 25 percent in the next 25 years. Another quarter (24.9%) thought that the city should grow 50 percent in this same period of time. A minority—a little over 12 percent (12.1%) of those who answered this question thought that Lodi should grow by 75 percent or 100 percent or more in the 25 years to come.

Chart 17: Community Growth—the Next 25 Years

The above chart shows the general trend in survey respondent opinion on how much Lodi should grow in the next 20 years. The chart below (Chart 10) shows this same information in relation to the number of years that survey respondents have lived in Lodi.

Chart 18: Years in Lodi and Opinion on Growth

Question #8: Where do residents shop most often?

Respondents were asked where they *most often* shop for: groceries, women's clothes, men's clothes, children's clothes, electronics, home furnishings, office and school supplies, books and music, and family entertainment. They could choose from the following locations:

- Downtown Lodi
- Lower Sacramento/Kettleman
- Eastside
- Elsewhere in Lodi
- Stockton
- Elk Grove/Sacramento
- Internet
- Other

Please see the table below for complete results.

Table 3-5. Shopping Location

	<i>Downtown Lodi</i>	<i>Lower Sac/Kettleman</i>	<i>Eastside</i>	<i>Elsewhere in Lodi</i>	<i>Stockton</i>	<i>Elk Grove/Sacramento</i>	<i>Internet</i>	<i>Other</i>
Groceries	8%	70%	3%	15%	4%	0%	0%	1%
Women's clothes	5%	38%	3%	8%	29%	8%	3%	5%
Men's clothes	3%	40%	3%	9%	29%	7%	3%	7%
Children's clothes	3%	47%	3%	8%	23%	6%	3%	7%
Electronics	3%	30%	2%	4%	44%	6%	7%	4%
Home furnishings	22%	16%	2%	8%	30%	11%	1%	10%
Office and school supplies	5%	77%	1%	5%	6%	1%	2%	3%
Books and music	11%	22%	2%	5%	39%	3%	13%	5%
Family entertainment	51%	12%	2%	6%	9%	5%	2%	14%

Downtown Lodi was favored by over half (51.3%) of respondents for family entertainment (probably due to the popular multiplex cinema there), and by nearly a quarter (22.3%) for home furnishings.

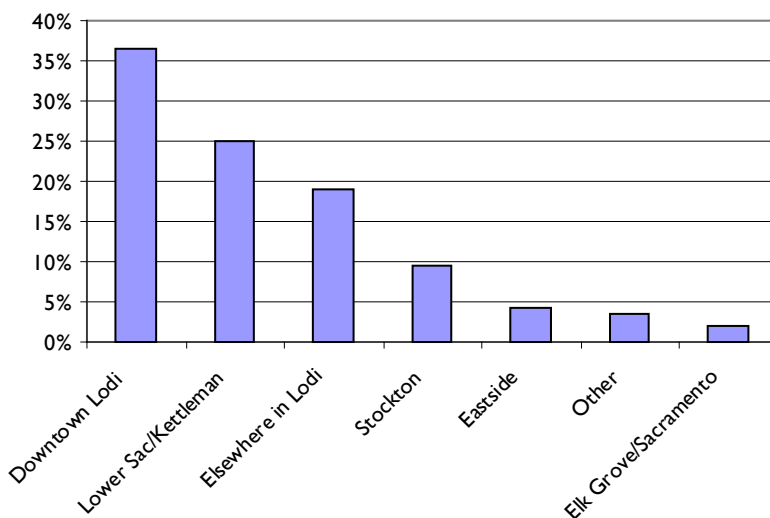
However, overall, the Lower Sacramento/Kettleman area and Stockton were the most popular shopping destinations for survey respondents. Lower Sacramento/Kettleman was especially frequented for office and school supplies (77.4%) and groceries (69.6%). Stockton was patronized by survey respondents most often for electronics (44.0%), books and music (39.3%), home furnishings (29.8%), as well as women's and men's clothing (29.3% and 28.7%, respectively).

Residents who responded to this survey question indicated that they shopped considerably less often elsewhere in Lodi and in the Elk Grove/Sacramento area. While the vast majority of survey respondents did not use the internet to do most of their shopping, a substantial fraction (13.4%) bought books and music online. Finally, very few survey respondents did the majority of any kind of shopping in Eastside.

Question #9: Where do residents dine out most often?

Survey respondents were given the same options to choose from as in Question #8. Most survey respondents either dined out most often in downtown Lodi (36.6%) or Lower Sacramento/Kettleman (25.0%). These locations were followed in popularity by elsewhere in Lodi (19.0%), Stockton (9.5%), Eastside (4.2%), Other (3.6%), and Elk Grove/Sacramento (2.1%).

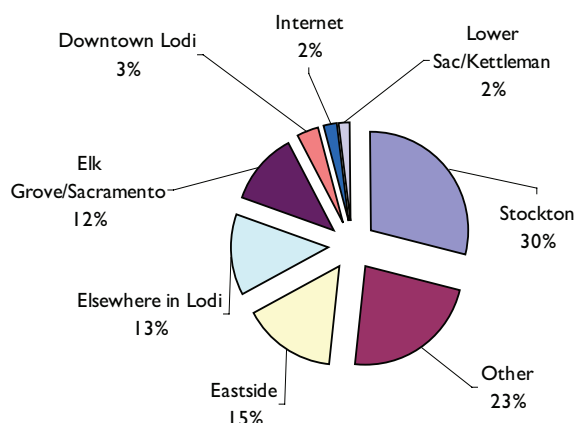
Chart 19: Dining Out



Question #10: Where did residents buy their last car?

Residents were surveyed as to where they bought their last car. Survey respondents were given the same options to choose from as in Question #8 and #9. The most popular place where respondents bought their last car was in Stockton (29.0%), followed by Eastside (15.4%), Elsewhere in Lodi (13.2%), Elk Grove/Sacramento (12.1%), Downtown Lodi (3.5%; presumably including the Cherokee Lane area for those who chose this option), the Internet (2.2%), and Lower Sacramento/Kettleman (2.0%). A large percentage—22.7 percent—indicated that they bought their last car in a place other than one of the aforementioned locations or venues.

Chart 20: Last Vehicle Purchase



Question #11: What car “brand” should be sold in Lodi?

Residents were also asked to comment on the “brand” of car that they would like to see sold in Lodi. The respondents who chose to answer this question (409 out of 877) mentioned 34 brands of car.

The top five car brands that people mentioned were:

1. Lexus
2. Toyota
3. BMW
4. Mercedes
5. Honda

Strikingly, three of the top five “brands” mentioned by survey respondents are luxury vehicles. In addition, as some respondents indicated, Toyota and Honda dealerships already exist in Lodi.

Finally, 21 people wrote that they wanted to see hybrid, electric, or other alternative fuel vehicles sold in Lodi. Forty-six (46) people said that enough car “brands” were already sold in the city.

Appendix A: Community Survey

The mail-in survey prepared and sent out by the City of Lodi and Dyett & Bhatia.

LODI GENERAL PLAN MAIL SURVEY		(PLEASE RETURN BY June 30, 2007)				
1 What do you like most about living in Lodi? _____						
2 Looking ahead, what is the most important thing that should be done to improve Lodi? _____						
3 Please indicate if you would like the City to pursue the following opportunities over the next 20 years:		STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	NO OPINION
maintain Lodi's small-town feel		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
build more parks		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
encourage more retail centers and stores in Lodi		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
promote more entertainment opportunities		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
encourage visitors/tourists		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
encourage housing in downtown		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
encourage more retail and restaurants in downtown		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
encourage offices in downtown		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
provide more pedestrian connections and build better sidewalks		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
expand bus service within Lodi		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
build more bike paths and lanes		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
expand public transit options to Stockton and other areas outside Lodi		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 Please prioritize the types of new open spaces, natural areas, and recreation facilities needed in and around Lodi, with 1 as the highest priority and 10 as the lowest priority:						
___ natural areas for hiking, bird watching, equestrian, etc.		___ bicycle paths				
___ neighborhood and community parks		___ recreational trails along canals				
___ active sports parks and ball fields		___ improve access to the Mokelumne River				
___ indoor gyms and sports facilities		___ develop a regional sports complex				
___ aquatic center		___ other high priority _____				
5 Do you support or oppose the following statements regarding agriculture/open-space/community-separator around Lodi?		STRONGLY SUPPORT	SUPPORT	OPPOSE	STRONGLY OPPOSE	NO OPINION
land around Lodi should be specifically maintained in agricultural use		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
land between Lodi and Stockton should be maintained as an agricultural or open-space community-separator via land use restrictions		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
the City should ensure that land around Lodi is maintained as agriculture, open space, or a community-separator by purchasing land		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
all properties in California pay a tax, based on the assessed value of the property. Some local governments also impose a "parcel tax" that supports various public amenities, such as public work improvements, schools, and libraries. Would you support a parcel tax to pay for the acquisition of land around Lodi for an agricultural or open space community-separator?		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
if you support a parcel tax, how much per year are you willing to pay?		\$ _____				
6 For which types of programs and projects would you support increases in City taxes and fees?		STRONGLY SUPPORT	SUPPORT	OPPOSE	STRONGLY OPPOSE	NO OPINION
building and maintaining parks and recreation facilities		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
police and fire protection		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
expanding senior housing options		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
library services		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
maintaining parks and trails		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
extending public transit and bus services		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
providing more affordable housing		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
other (please specify) _____		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Detach from here

7 Lodi's population was 62,800 in 2006 an increase of 76% over 25 years (27,200 in 1981). How large should the community grow to in 25 years?

☐ 25% (78,500 residents total) ☐ 75% (109,900 residents) ☐ other (Please specify) _____

☐ 50% (94,200 residents) ☐ 100% or more (125,600 residents or more)

8 Where do you shop most often for the following items?

	DOWNTOWN LODI	LOWER SAC/ KETTLEMAN	EASTSIDE	ELSEWHERE IN LODI	STOCKTON	ELK GROVE/ SACRAMENTO	INTERNET	OTHER
groceries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
women's clothes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
men's clothes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
children's clothes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
electronics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
home furnishings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
office and school supplies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
books and music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
family entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9 Where do you go most often to dine out?

☐ Downtown Lodi ☐ Lower Sac/Kettleman ☐ Eastside ☐ Elsewhere in Lodi ☐ Stockton ☐ Elk Grove/Sacramento ☐ Internet ☐ Other

10 Where did you buy your last car?

☐ Downtown Lodi ☐ Lower Sac/Kettleman ☐ Eastside ☐ Elsewhere in Lodi ☐ Stockton ☐ Elk Grove/Sacramento ☐ Internet ☐ Other

11 What car "brand" would you like to see sold in Lodi? _____

12 How long have you lived in Lodi? _____ Years

13 Age: _____ Years **14** You are: ☐ Male ☐ Female

15 In which of the following locations do you currently work or go to school?

☐ Lodi ☐ Elk Grove ☐ Woodbridge ☐ Sacramento ☐ Stockton ☐ Other (Please specify) _____

16 What is your employment status? (Select all that apply)

☐ Employed full-time ☐ Student ☐ Not employed

☐ Employed part-time ☐ Homemaker

☐ Self-employed ☐ Retired

17 Do you own or rent your home?

☐ Own ☐ Rent

18 What ethnic group do you consider yourself closest to?

☐ African American or Black ☐ Native American

☐ Asian / South Asian ☐ Pacific Islander

☐ Caucasian or White ☐ Mixed

☐ Latino or Hispanic ☐ Other _____

19 For statistical purposes only, what was the total income of your household before taxes in 2006?

☐ Less than \$20,000 ☐ \$75,000-\$99,999

☐ \$20,000-\$39,999 ☐ \$100,000-\$124,999

☐ \$40,000-\$49,999 ☐ \$125,000-\$149,999

☐ \$50,000-\$74,999 ☐ \$150,000 or more

20 How many total people live in your house or apartment?

☐ One ☐ Three

☐ Two ☐ Four or more

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IF MAILED
IN THE
UNITED STATES**

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COMMUNITY DEVELOPMENT DEPARTMENT
CITY OF LODI
PO BOX 3006
LODI CA 95241-9912

ENCUESTA DEL PLAN GENERAL DE LODI PARA ENVIAR POR CORREO (RESPONDA ANTES DEL 13 de Junio)

1 ¿Qué es lo que más le gusta de vivir en Lodi? _____

2 Mirando hacia el futuro, ¿qué es lo más importante que usted cree debería hacerse para mejorar la ciudad de Lodi? _____

3 Por favor de indicar si a usted le gustaría que la Ciudad llevara a cabo las siguientes oportunidades en los próximos 20 años:

	Totalmente de acuerdo	Un tanto de acuerdo	Un tanto en desacuerdo	Totalmente en desacuerdo	Sin opinión
mantener el sentir de Lodi de pueblo pequeño	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
construir más parques	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
fomentar más centros de comercio y tiendas en Lodi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
fomentar más oportunidades de diversión	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
atraer visitantes/turistas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
fomentar viviendas en el centro de la ciudad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
fomentar más tiendas y restaurantes en el centro de la ciudad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
fomentar más oficinas en el centro de la ciudad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
proveer más conexiones para los transeúntes y construir mejores aceras	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
expandir el servicio de autobuses dentro de Lodi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
construir más senderos y carriles para el uso de bicicletas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
expandir las opciones de tránsito público a Stockton y a otras áreas en las afuera de Lodi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4 Favor de poner en orden de prioridad los tipos de espacios abiertos nuevos, áreas naturales y facilidades de recreación que se necesitan dentro y alrededor de Lodi, usando el 1 como la prioridad más alta y el 10 como la prioridad menos alta:

___ áreas naturales para caminatas, observar pájaros, ecuestre, etc.	___ senderos para bicicletas
___ vecindarios y parques para la comunidad	___ caminos recreacionales a lo largo de los canales
___ parques activos para hacer deportes y campos de pelota	___ mejorar el acceso al Río Mokelumne
___ gimnasios bajo techo y complejos de deportes	___ desarrollar un complejo de deportes regional
___ centro acuático	___ otra alta prioridad _____

5 ¿Usted apoya o se opone a las siguientes declaraciones con respecto a la agricultura/espacios abiertos/comunidad-separadora alrededor de Lodi?

	Totalmente de acuerdo	Un tanto de acuerdo	Un tanto en desacuerdo	Totalmente en desacuerdo	Sin opinión
el terreno alrededor de Lodi debería mantenerse específicamente para la agricultura	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
el terreno entre Lodi y Stockton debería mantenerse como agrícola o espacio abierto separador de la comunidad utilizando restricciones del uso del terreno	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
la Ciudad debería comprar terreno alrededor de Lodi para asegurarse de que la tierra sea mantenida para la agricultura, espacios abiertos o como un separador de la comunidad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
todas las propiedades en California pagan un impuesto basado en el valor asesado de la propiedad. Algunos gobiernos locales también imponen "impuesto de parcela" que ayuda a varios servicios públicos, como proyectos públicos, escuelas y bibliotecas. ¿Usted apoyaría este "impuesto de parcela" para pagar por la adquisición de terreno alrededor de Lodi para uso de agricultura o de espacios abiertos de la comunidad-separadora?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
si usted apoya este "impuesto de parcela", ¿cuánto estaría usted dispuesto a pagar por año? \$ _____					

6 ¿Para qué tipo de programas y proyectos usted apoyaría aumentos de impuestos y tarifas de la Ciudad?

	Totalmente de acuerdo	Un tanto de acuerdo	Un tanto en desacuerdo	Totalmente en desacuerdo	Sin opinión
construyendo y manteniendo parques y facilidades de recreación	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
protección de la policía y los bomberos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
expandiendo las opciones de viviendas para los envejecientes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
servicios bibliotecarios	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
manteniendo parques y senderos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
extendiendo el transporte público y los servicios de autobuses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
proveyendo más viviendas costeables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
otro (favor especificar)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Separe aquí

7 La población de Lodi era de 62,800 habitantes, un aumento del 76% en 25 años (27,200 in 1981). ¿Cuál debiera ser el crecimiento de la comunidad en otros 25 años?

☐ 25% (78,500 residentes en total) ☐ 75% (109,900 residentes) ☐ Otro (Favor especificar) _____

☐ 50% (94,200 residentes) ☐ 100% or more (125,600 residentes ó más)

8 ¿Dónde compra usted más frecuentemente los siguientes artículos?

	Centro de la Ciudad de Lodi	Parte baja de Sac/Kettleman	Eastside	En otro lugar en Lodi	Stockton	Elk Grove/Sacramento	Internet	Otro
comestibles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ropa de mujer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ropa de hombre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ropa de niños	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
equipos electrónicos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
muebles para el hogar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
materiales de oficina y para la escuela	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
libros y música	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
entretenimiento para la familia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9 ¿A dónde va usted más frecuentemente a comer fuera? ☐ Centro de la Ciudad de Lodi ☐ Parte baja de Sac/Kettleman ☐ Eastside ☐ En otro lugar en Lodi ☐ Stockton ☐ Elk Grove/Sacramento ☐ Internet ☐ Otro

10 ¿Dónde compró usted su último automóvil? ☐ Centro de la Ciudad de Lodi ☐ Parte baja de Sac/Kettleman ☐ Eastside ☐ En otro lugar en Lodi ☐ Stockton ☐ Elk Grove/Sacramento ☐ Internet ☐ Otro

11 ¿Qué marca de carro le gustaría a usted que se vendiera en Lodi? _____

12 ¿Cuánto tiempo ha vivido usted en Lodi? _____ Años

13 Edad _____ Años **14** Usted es: ☐ Varón ☐ Hebra

15 ¿En cuál de las siguientes localizaciones usted trabaja o estudia actualmente?

<input type="checkbox"/> Lodi	<input type="checkbox"/> Elk Grove
<input type="checkbox"/> Woodbridge	<input type="checkbox"/> Sacramento
<input type="checkbox"/> Stockton	<input type="checkbox"/> Otro (Favor especificar) _____

16 ¿Cuál es su situación de empleo? (Seleccione todos los que apliquen)

<input type="checkbox"/> Empleado tiempo completo	<input type="checkbox"/> Estudiante	<input type="checkbox"/> No estoy empleado
<input type="checkbox"/> Empleado tiempo parcial	<input type="checkbox"/> Ama de casa	
<input type="checkbox"/> Empleado por cuenta propia	<input type="checkbox"/> Retirado	

17 ¿Usted es dueño de su casa o la renta?

<input type="checkbox"/> Dueño	<input type="checkbox"/> Rento
--------------------------------	--------------------------------

18 ¿A qué grupo étnico se considera usted que pertenece?

<input type="checkbox"/> Americano-africano o negro	<input type="checkbox"/> Nativo de América
<input type="checkbox"/> Asiático / Sur Asiático	<input type="checkbox"/> Isleño del Pacífico
<input type="checkbox"/> Caucásico o blanco	<input type="checkbox"/> Mezcla
<input type="checkbox"/> Latino o Hispano	<input type="checkbox"/> Otro _____


19 Solamente para propósitos de estadísticas, ¿cuál fue el ingreso total de su familia antes de los impuestos en el 2006?

<input type="checkbox"/> Menos de \$20,000	<input type="checkbox"/> \$75,000-\$99,999
<input type="checkbox"/> \$20,000-\$39,999	<input type="checkbox"/> \$100,000-\$124,999
<input type="checkbox"/> \$40,000-\$49,999	<input type="checkbox"/> \$125,000-\$149,999
<input type="checkbox"/> \$50,000-\$74,999	<input type="checkbox"/> \$150,000 o más

20 ¿Cuántas personas viven en tu casa ó departamento?


<input type="checkbox"/> Una	<input type="checkbox"/> Tres
<input type="checkbox"/> Dos	<input type="checkbox"/> Cuatro o más

Separe, doble como indicado, cierre con cinta adhesiva con la dirección en la parte exterior, y envíe por correo.

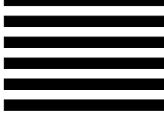


BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO 3 LODI CA
POSTAGE WILL BE PAID BY ADDRESSEE

COMMUNITY DEVELOPMENT DEPARTMENT
CITY OF LODI
PO BOX 3006
LODI CA 95241-9912



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



Appendix B: Cross-Tabulation Tables

QUESTION #3.3: ENCOURAGING MORE RETAIL CENTERS AND STORES IN LODI

Age—

	Totals	17 to 28	29 to 38	39 to 48	49 to 58	59 to 68	69 to 78	79 to 95
Strongly Agree	176	11 (29.73%)	17 (22.67%)	24 (18.75%)	32 (19.28%)	40 (24.24%)	37 (29.84%)	15 (21.74%)
Somewhat Agree	231	11 (29.73%)	25 (33.33%)	40 (31.25%)	51 (30.72%)	52 (31.52%)	28 (22.58%)	24 (34.78%)
Somewhat Disagree	160	8 (21.62%)	15 (20.00%)	25 (19.53%)	36 (21.69%)	32 (19.39%)	30 (24.19%)	14 (20.29%)
Strongly Disagree	176	7 (18.92%)	17 (22.67%)	35 (27.34%)	45 (27.11%)	37 (22.42%)	25 (20.16%)	10 (14.49%)
No Opinion	21	0 (0.00%)	1 (1.33%)	4 (3.13%)	2 (1.20%)	4 (2.42%)	4 (3.23%)	6 (8.70%)

Ethnicity—

	Totals	African American/ Black	Asian/South Asian	Caucasian/White	Latino	Native American	Mixed
Strongly Agree	186	0 (0.00%)	7 (23.33%)	152 (22.79%)	21 (41.18%)	3 (37.50%)	3 (18.75%)
Somewhat Agree	235	0 (0.00%)	13 (43.33%)	205 (30.73%)	10 (19.61%)	1 (12.50%)	6 (37.50%)
Somewhat Disagree	159	1 (33.33%)	8 (26.67%)	140 (20.99%)	6 (11.76%)	1 (12.50%)	3 (18.75%)
Strongly Disagree	174	2 (66.67%)	1 (3.33%)	152 (22.79%)	13 (25.49%)	2 (25.00%)	4 (25.00%)
No Opinion	21	0 (0.00%)	1 (3.33%)	18 (2.70%)	1 (1.96%)	1 (12.50%)	0 (0.00%)

Income—

	Totals	< \$20,000	\$20-39,999	\$40-49,000	\$50-74,999	\$75-99,999	\$100-124,999	\$125-149,999	\$150,000+
Strongly Agree	170	10 (19.23%)	45 (33.58%)	16 (24.62%)	36 (22.22%)	14 (14.74%)	13 (14.77%)	9 (19.15%)	27 (32.53%)
Somewhat Agree	218	18 (34.62%)	32 (23.88%)	19 (29.23%)	47 (29.01%)	31 (32.63%)	29 (32.95%)	20 (42.55%)	22 (26.51%)
Somewhat Disagree	150	7 (13.46%)	31 (23.13%)	18 (27.69%)	36 (22.22%)	19 (20.00%)	18 (20.45%)	8 (17.02%)	13 (15.66%)
Strongly Disagree	168	10 (19.23%)	20 (14.93%)	12 (18.46%)	41 (25.31%)	31 (32.63%)	26 (29.55%)	8 (17.02%)	20 (24.10%)
No Opinion	20	7 (13.46%)	6 (4.48%)	0 (0.00%)	2 (1.23%)	0 (0.00%)	2 (2.27%)	2 (4.26%)	1 (1.20%)

Years Lived in Lodi—

	Totals	1 to 10	11 to 20	21 to 30	31 to 40	41 to 50	51 to 60	61 to 70	71 to 90
Strongly Agree	360	54 (25.12%)	31 (19.14%)	35 (28.69%)	14 (15.05%)	20 (21.98%)	10 (21.74%)	13 (36.11%)	6 (25.00%)
Somewhat Agree	474	76 (35.35%)	47 (29.01%)	34 (27.87%)	30 (32.26%)	29 (31.87%)	10 (21.74%)	8 (22.22%)	6 (25.00%)
Somewhat Disagree	322	42 (19.53%)	40 (24.69%)	23 (18.85%)	22 (23.66%)	16 (17.58%)	8 (17.39%)	8 (22.22%)	4 (16.67%)
Strongly Disagree	357	40 (18.60%)	39 (24.07%)	30 (24.59%)	23 (24.73%)	24 (26.37%)	14 (30.43%)	6 (16.67%)	5 (20.83%)
No Opinion	41	3 (1.40%)	5 (3.09%)	0 (0.00%)	4 (4.30%)	2 (2.20%)	4 (8.70%)	1 (2.78%)	3 (12.50%)

Own or Rent—

	Total	Own	Rent
Strongly Agree	182	161 (23.37%)	21 (21.88%)
Somewhat Agree	238	211 (30.62%)	27 (28.13%)
Somewhat Disagree	165	139 (20.17%)	26 (27.08%)
Strongly Disagree	179	159 (23.08%)	20 (20.83%)
No Opinion	21	19 (2.76%)	2 (2.08%)

QUESTION #3.6: ENCOURAGE HOUSING IN DOWNTOWN**Age—**

	Totals	17 to 28	29 to 38	39 to 48	49 to 58	59 to 68	69 to 78	79 to 95
Strongly Agree	154	11 (30.56%)	16 (21.05%)	25 (19.69%)	29 (17.37%)	30 (18.18%)	31 (24.22%)	11 (16.67%)
Somewhat Agree	251	14 (38.89%)	21 (27.63%)	42 (33.07%)	59 (35.33%)	50 (30.30%)	42 (32.81%)	23 (34.85%)
Somewhat Disagree	166	5 (13.89%)	17 (22.37%)	26 (20.47%)	38 (22.75%)	42 (25.45%)	30 (23.44%)	8 (12.12%)
Strongly Disagree	124	6 (16.67%)	13 (17.11%)	24 (18.90%)	32 (19.16%)	23 (13.94%)	14 (10.94%)	11 (16.67%)
No Opinion	72	0 (0.00%)	9 (11.84%)	10 (7.87%)	9 (5.39%)	20 (12.12%)	11 (8.59%)	13 (19.70%)

Ethnicity—

	Totals	African American/Black	Asian/South Asian	Caucasian/White	Latino	Native American	Mixed
Strongly Agree	154	1 (33.33%)	4 (12.90%)	127 (19.10%)	18 (33.96%)	0 (0.00%)	4 (26.67%)
Somewhat Agree	253	0 (0.00%)	15 (48.39%)	225 (33.83%)	7 (13.21%)	1 (16.67%)	5 (33.33%)
Somewhat Disagree	163	0 (0.00%)	6 (19.35%)	141 (21.20%)	12 (22.64%)	0 (0.00%)	4 (26.67%)
Strongly Disagree	131	2 (66.67%)	2 (6.45%)	110 (16.54%)	14 (26.42%)	3 (50.00%)	0 (0.00%)
No Opinion	72	0 (0.00%)	4 (12.90%)	62 (9.32%)	2 (3.77%)	2 (33.33%)	2 (13.33%)

Income—

	Totals	< \$20,000	\$20-39,999	\$40-49,000	\$50-74,999	\$75-99,999	\$100-124,999	\$125-149,999	\$150,000+
Strongly Agree	147	8 (15.69%)	33 (25.00%)	11 (16.67%)	29 (18.24%)	23 (23.71%)	17 (18.89%)	9 (19.15%)	17 (20.24%)
Somewhat Agree	239	13 (25.49%)	37 (28.03%)	28 (42.42%)	48 (30.19%)	24 (24.74%)	25 (27.78%)	24 (51.06%)	40 (47.62%)
Somewhat Disagree	155	12 (23.53%)	27 (20.45%)	14 (21.21%)	37 (23.27%)	22 (22.68%)	20 (22.22%)	10 (21.28%)	13 (15.48%)
Strongly Disagree	115	9 (17.65%)	19 (14.39%)	8 (12.12%)	31 (19.50%)	18 (18.56%)	19 (21.11%)	1 (2.13%)	10 (11.90%)
No Opinion	70	9 (17.65%)	16 (12.12%)	5 (7.58%)	14 (8.81%)	10 (10.31%)	9 (10.00%)	3 (6.38%)	4 (4.76%)

Years Lived in Lodi—

	Totals	1 to 10	11 to 20	21 to 30	31 to 40	41 to 50	51 to 60	61 to 70	71 to 90
Strongly Agree	158	38 (17.59%)	31 (19.50%)	29 (23.97%)	24 (25.53%)	14 (15.22%)	11 (22.92%)	7 (20.00%)	4 (16.67%)
Somewhat Agree	257	70 (32.41)	65 (40.88%)	36 (29.75%)	24 (25.53%)	31 (33.70%)	13 (27.08%)	12 (34.29%)	6 (25.00%)
Somewhat Disagree	167	46 (21.30%)	33 (20.75%)	30 (24.79%)	20 (21.28%)	21 (22.83%)	7 (14.58%)	5 (14.29%)	5 (20.83%)
Strongly Disagree	133	45 (20.83%)	18 (11.32%)	24 (19.83%)	12 (12.77%)	14 (15.22%)	11 (22.92%)	3 (8.57%)	6 (25.00%)
No Opinion	74	17 (7.87%)	12 (7.55%)	2 (1.65%)	14 (14.89%)	12 (13.04%)	6 (12.50%)	8 (22.86%)	3 (12.50%)

Own or Rent—

	Totals	Own	Rent
Strongly Agree	155	133 (19.22%)	22 (24.44%)
Somewhat Agree	254	222 (32.08%)	32 (35.56%)
Somewhat Disagree	168	152 (21.97%)	16 (17.78%)
Strongly Disagree	131	117 (16.91%)	14 (15.56%)
No Opinion	74	68 (9.83%)	6 (6.67%)

QUESTION #3.10: EXPAND BUS SERVICE WITHIN LODI

Age—

	Totals	17 to 28	29 to 38	39 to 48	49 to 58	59 to 68	69 to 78	79 to 95
Strongly Agree	160	12 (32.43%)	15 (20.00%)	25 (19.23%)	33 (19.53%)	38 (23.17%)	22 (17.46%)	15 (22.06%)
Somewhat Agree	273	10 (27.03%)	19 (25.33%)	45 (34.62%)	59 (34.91%)	63 (38.41%)	52 (41.27%)	24 (35.29%)
Somewhat Disagree	126	7 (18.92%)	14 (18.67%)	23 (17.69%)	29 (17.16%)	22 (13.41%)	23 (18.25%)	8 (11.76%)
Strongly Disagree	77	3 (8.11%)	2 (2.67%)	11 (8.46%)	23 (13.61%)	18 (10.98%)	13 (10.32%)	6 (8.82%)
No Opinion	135	5 (13.51%)	25 (33.33%)	26 (20.00%)	25 (14.79%)	23 (14.02%)	16 (12.70%)	15 (22.06%)

Ethnicity—

	Totals	African American/Black	Asian/South Asian	Caucasian/White	Latino	Native American	Mixed
Strongly Agree	160	2 (66.67%)	9 (29.03%)	120 (17.91%)	24 (46.15%)	1 (14.29%)	4 (25.00%)
Somewhat Agree	281	0 (0.00%)	15 (48.39%)	249 (37.16%)	9 (17.31%)	2 (28.57%)	6 (37.50%)
Somewhat Disagree	127	0 (0.00%)	3 (9.68%)	114 (17.01%)	8 (15.38%)	0 (0.00%)	2 (12.50%)
Strongly Disagree	77	1 (33.33%)	2 (6.45%)	67 (10.00%)	4 (7.69%)	2 (28.57%)	1 (6.25%)
No Opinion	134	0 (0.00%)	2 (6.45%)	120 (17.91%)	7 (13.46%)	2 (28.57%)	3 (18.75%)

Income—

	Totals	< \$20,000	\$20-39,999	\$40-49,000	\$50-74,999	\$75-99,999	\$100-124,999	\$125-149,999	\$150,000+
Strongly Agree	151	19 (35.85%)	40 (30.08%)	17 (25.76%)	32 (20.13%)	13 (13.40%)	13 (14.29%)	9 (18.75%)	8 (9.64%)
Somewhat Agree	257	14 (26.42%)	49 (36.84%)	21 (31.82%)	58 (36.48%)	40 (41.24%)	32 (35.16%)	17 (35.42%)	26 (31.33%)
Somewhat Disagree	121	8 (15.09%)	12 (9.02%)	13 (19.70%)	28 (17.61%)	15 (15.46%)	16 (17.58%)	7 (14.58%)	22 (26.51%)
Strongly Disagree	75	7 (13.21%)	7 (5.26%)	3 (4.55%)	17 (10.69%)	11 (11.34%)	10 (10.99%)	7 (14.58%)	13 (15.66%)
No Opinion	126	5 (9.43%)	25 (18.80%)	12 (18.18%)	24 (15.09%)	18 (18.56%)	20 (21.98%)	8 (16.67%)	14 (16.87%)

Years in Lodi—

	Totals	1 to 10	11 to 20	21 to 30	31 to 40	41 to 50	51 to 60	61 to 70	71 to 90
Strongly Agree	163	46 (20.91%)	39 (24.53%)	24 (19.51%)	19 (20.21%)	15 (16.30%)	11 (23.40%)	4 (11.43%)	5 (20.83%)
Somewhat Agree	286	75 (34.09%)	52 (32.70%)	49 (39.84%)	34 (36.17%)	36 (39.13%)	19 (40.43%)	11 (31.43%)	10 (41.67%)
Somewhat Disagree	130	38 (17.27%)	31 (19.50%)	22 (17.89%)	16 (17.02%)	12 (13.04%)	2 (4.26%)	6 (17.14%)	3 (12.50%)
Strongly Disagree	80	11 (5.00%)	15 (9.43%)	18 (14.63%)	6 (6.38%)	13 (14.13%)	7 (14.89%)	6 (17.14%)	4 (16.67%)
No Opinion	135	50 (22.73%)	22 (13.84%)	10 (8.13%)	19 (20.21%)	16 (17.39%)	8 (17.02%)	8 (22.86%)	2 (8.33%)

Own or Rent—

	Totals	Own	Rent
Strongly Agree	162	125 (18.06%)	37 (38.95%)
Somewhat Agree	283	249 (35.98%)	34 (35.79%)
Somewhat Disagree	130	123 (17.77%)	7 (7.37%)
Strongly Disagree	77	73 (10.55%)	4 (4.21%)
No Opinion	135	122 (17.63%)	13 (13.68%)

QUESTION #3.11: BUILD MORE BIKE PATHS AND LANES

Age—

	Totals	17 to 28	29 to 38	39 to 48	49 to 58	59 to 68	69 to 78	79 to 95
Strongly Agree	221	17 (45.95%)	32 (42.11%)	45 (34.88%)	61 (35.88%)	39 (23.49%)	19 (15.32%)	8 (12.12%)
Somewhat Agree	232	8 (21.62%)	28 (36.84%)	40 (31.01%)	52 (30.59%)	52 (31.33%)	38 (30.65%)	13 (19.70%)
Somewhat Disagree	158	5 (13.51%)	13 (17.11%)	17 (13.18%)	28 (16.47%)	35 (21.08%)	38 (30.65%)	22 (33.33%)
Strongly Disagree	100	4 (10.81%)	1 (1.32%)	16 (12.40%)	22 (12.94%)	25 (15.06%)	21 (16.94%)	9 (13.64%)
No Opinion	60	3 (8.11%)	2 (2.63%)	11 (8.53%)	7 (4.12%)	15 (9.04%)	8 (6.45%)	14 (21.21%)

Ethnicity—

	Totals	African American/Black	Asian/South Asian	Caucasian/White	Latino	Native American	Mixed
Strongly Agree	224	0 (0.00%)	8 (25.81%)	189 (28.29%)	19 (37.25%)	2 (25.00%)	6 (37.50%)
Somewhat Agree	234	2 (66.67%)	14 (45.16%)	200 (29.94%)	12 (23.53%)	1 (12.50%)	5 (31.25%)
Somewhat Disagree	158	0 (0.00%)	6 (19.35%)	141 (21.11%)	9 (17.65%)	1 (12.50%)	1 (6.35%)
Strongly Disagree	101	1 (33.33%)	3 (9.68%)	84 (12.57%)	8 (15.69%)	2 (37.50%)	2 (12.50%)
No Opinion	60	0 (0.00%)	0 (0.00%)	54 (8.08%)	3 (5.88%)	1 (12.50%)	2 (12.50%)

Income—

	Totals	< \$20,000	\$20-39,999	\$40-49,000	\$50-74,999	\$75-99,999	\$100-124,999	\$125-149,999	\$150,000+
Strongly Agree	218	17 (32.69%)	32 (25.40%)	12 (18.18%)	49 (30.82%)	31 (31.31%)	30 (32.97%)	22 (44.90%)	25 (29.41%)
Somewhat Agree	222	11 (21.15%)	35 (27.78%)	20 (30.30%)	44 (27.67%)	33 (33.33%)	39 (42.86%)	13 (26.53%)	27 (31.76%)
Somewhat Disagree	143	11 (21.15%)	22 (17.46%)	15 (22.73%)	33 (20.75%)	17 (17.17%)	15 (16.48%)	5 (10.20%)	25 (29.41%)
Strongly Disagree	92	8 (15.38%)	24 (19.05%)	12 (18.18%)	20 (12.58%)	11 (11.11%)	3 (3.30%)	6 (12.24%)	8 (9.41%)
No Opinion	52	5 (9.62%)	13 (10.32%)	7 (10.61%)	13 (8.18%)	7 (7.07%)	4 (4.40%)	3 (6.12%)	0 (0.00%)

Years in Lodi—

	Totals	1 to 10	11 to 20	21 to 30	31 to 40	41 to 50	51 to 60	61 to 70	71 to 90
Strongly Agree	230	84 (38.36%)	56 (35.67%)	33 (26.83%)	21 (22.34%)	22 (23.91%)	9 (19.15%)	4 (11.11%)	1 (4.17%)
Somewhat Agree	236	69 (31.51%)	46 (29.30%)	36 (29.27%)	31 (32.98%)	29 (31.52%)	15 (31.91%)	8 (22.22%)	2 (8.33%)
Somewhat Disagree	161	35 (15.98%)	29 (18.47%)	28 (22.76%)	19 (20.21%)	21 (22.83%)	10 (21.28%)	11 (30.56%)	8 (33.33%)
Strongly Disagree	105	15 (6.85%)	13 (8.28%)	21 (17.07%)	16 (17.02%)	11 (11.96%)	11 (23.40%)	9 (25.00%)	9 (37.50%)
No Opinion	60	16 (7.31%)	13 (8.28%)	5 (4.07%)	7 (7.45%)	9 (9.78%)	2 (4.26%)	4 (11.11%)	4 (16.67%)

Own or Rent—

	Totals	Own	Rent
Strongly Agree	228	183 (26.60%)	45 (46.39%)
Somewhat Agree	236	213 (30.96%)	23 (23.71%)
Somewhat Disagree	158	143 (20.78%)	15 (15.46%)
Strongly Disagree	104	93 (13.52%)	11 (11.34%)
No Opinion	59	56 (8.14%)	3 (3.09%)

QUESTION #5.4: PARCEL TAX FOR ACQUISITION OF LAND AROUND LODI FOR A COMMUNITY-SEPARATOR

Age—

	Totals	17 to 28	29 to 38	39 to 48	49 to 58	59 to 68	69 to 78	79 to 95
Strongly Support	139	5 (14.71%)	10 (14.08%)	30 (23.81%)	34 (20.99%)	32 (19.75%)	19 (15.32%)	9 (14.06%)
Support	211	11 (32.35%)	27 (38.03%)	39 (30.95%)	48 (29.63%)	40 (24.69%)	30 (24.19%)	15 (23.44%)
Oppose	146	6 (17.65%)	12 (16.90%)	24 (19.05%)	27 (16.67%)	39 (24.07%)	27 (21.77%)	11 (17.19%)
Strongly Oppose	190	9 (26.47%)	16 (22.54%)	29 (23.02%)	38 (23.46%)	43 (26.54%)	35 (28.23%)	19 (29.69%)
No Opinion	59	3 (8.82%)	6 (8.45%)	4 (3.17%)	15 (9.26%)	8 (4.94%)	13 (10.48%)	10 (15.63%)

Ethnicity—

	Totals	African American/Black	Asian/South Asian	Caucasian/White	Latino	Native American	Mixed
Strongly Support	138	0 (0.00%)	5 (17.86%)	122 (18.83%)	10 (20.41%)	0 (0.00%)	1 (6.67%)
Support	212	0 (0.00%)	9 (32.14%)	187 (28.86%)	9 (18.37%)	0 (0.00%)	7 (46.67%)
Oppose	147	1 (50.00%)	5 (17.86%)	127 (19.60%)	9 (18.37%)	1 (16.67%)	4 (26.67%)
Strongly Oppose	195	0 (0.00%)	5 (17.86%)	166 (25.62%)	18 (36.73%)	3 (50.00%)	3 (20.00%)
No Opinion	56	1 (50.00%)	4 (14.29%)	46 (7.10%)	3 (6.12%)	2 (33.33%)	0 (0.00%)

Income—

	Totals	< \$20,000	\$20-39,999	\$40-49,000	\$50-74,999	\$75-99,999	\$100-124,999	\$125-149,999	\$150,000+
Strongly Support	135	9 (17.65%)	18 (13.85%)	10 (16.39%)	32 (20.51%)	15 (16.48%)	16 (18.39%)	12 (25.53%)	23 (28.75%)
Support	203	12 (23.53%)	21 (16.15%)	15 (24.59%)	43 (27.56%)	32 (35.16%)	39 (44.83%)	18 (38.30%)	23 (28.75%)
Oppose	138	11 (21.57%)	33 (25.38%)	14 (22.95%)	32 (20.51%)	21 (23.08%)	8 (9.20%)	7 (14.89%)	12 (15.00%)
Strongly Oppose	176	14 (27.45%)	39 (30.00%)	15 (24.59%)	41 (26.28%)	21 (23.08%)	18 (20.69%)	9 (19.15%)	19 (23.75%)
No Opinion	51	5 (9.80%)	19 (14.62%)	7 (11.48%)	8 (5.13%)	2 (2.20%)	6 (6.90%)	1 (2.13%)	3 (3.75%)

Years Lived in Lodi—

	Totals	1 to 10	11 to 20	21 to 30	31 to 40	41 to 50	51 to 60	61 to 70	71 to 90
Strongly Support	140	33 (15.57%)	38 (24.36%)	27 (24.11%)	17 (18.09%)	12 (13.64%)	5 (10.87%)	6 (17.14%)	2 (9.09%)
Support	213	72 (33.96%)	44 (28.21%)	35 (31.25%)	28 (29.79%)	17 (19.32%)	7 (15.22%)	7 (20.00%)	3 (13.64%)
Oppose	151	41 (19.34%)	21 (13.46%)	21 (18.75%)	14 (14.89%)	22 (25.00%)	12 (26.09%)	11 (31.43%)	9 (40.91%)
Strongly Oppose	203	53 (25.00%)	42 (26.92%)	23 (20.54%)	28 (29.79%)	27 (30.68%)	15 (32.61%)	8 (22.86%)	7 (31.82%)
No Opinion	58	13 (6.13%)	11 (7.05%)	6 (5.36%)	7 (7.45%)	10 (11.36%)	7 (15.22%)	3 (8.57%)	1 (4.55%)

Own or Rent—

	Totals	Own	Rent
Strongly Support	139	121 (18.06%)	18 (19.78%)
Support	216	199 (29.70%)	17 (18.68%)
Oppose	147	124 (18.51%)	23 (25.27%)
Strongly Oppose	201	178 (26.57%)	23 (25.27%)
No Opinion	58	48 (7.16%)	10 (10.99%)

QUESTION #6.3: EXPANDING SENIOR HOUSING**Age—**

	Totals	17 to 28	29 to 38	39 to 48	49 to 58	59 to 68	69 to 78	79 to 95
Strongly Support	135	3 (8.57%)	4 (5.33%)	17 (12.98%)	24 (14.46%)	39 (24.38%)	29 (23.20%)	19 (27.14%)
Support	300	16 (45.71%)	26 (34.67%)	45 (34.35%)	65 (39.16%)	62 (38.75%)	59 (47.20%)	27 (38.57%)
Oppose	171	7 (20.00%)	24 (32.00%)	37 (28.24%)	44 (26.51%)	25 (15.63%)	24 (19.20%)	8 (11.43%)
Strongly Oppose	79	3 (8.57%)	7 (9.33%)	15 (11.45%)	22 (13.25%)	18 (11.25%)	8 (6.40%)	6 (8.57%)
No Opinion	79	6 (17.14%)	14 (18.67%)	17 (12.98%)	11 (6.63%)	16 (10.00%)	5 (4.00%)	10 (14.29%)

Ethnicity—

	Totals	African American/ Black	Asian/South Asian	Caucasian/ White	Latino	Native American	Mixed
Strongly Support	135	1 (33.33%)	10 (34.48%)	106 (15.94%)	15 (28.85%)	1 (14.29%)	2 (13.33%)
Support	307	1 (33.33%)	10 (34.48%)	271 (40.75%)	17 (32.69%)	3 (42.86%)	5 (33.33%)
Oppose	175	0 (0.00%)	6 (20.69%)	152 (22.86%)	13 (25.00%)	0 (0.00%)	4 (26.67%)
Strongly Oppose	77	1 (33.33%)	2 (6.90%)	68 (10.23%)	2 (3.85%)	2 (28.57%)	2 (13.33%)
No Opinion	77	0 (0.00%)	1 (3.45%)	68 (10.23%)	5 (9.62%)	1 (14.29%)	2 (13.33%)

Income—

	Totals	< \$20,000	\$20-39,999	\$40-49,000	\$50-74,999	\$75-99,999	\$100-124,999	\$125-149,999	\$150,000+
Strongly Support	123	23 (42.59%)	31 (23.13%)	15 (22.73%)	26 (16.25%)	5 (5.10%)	14 (16.09%)	4 (8.51%)	5 (6.10%)
Support	286	14 (25.93%)	54 (40.30%)	27 (40.91%)	61 (38.13%)	44 (44.90%)	30 (34.48%)	17 (36.17%)	39 (47.56%)
Oppose	167	6 (11.11%)	29 (21.64%)	12 (18.18%)	37 (23.13%)	25 (25.51%)	23 (26.44%)	17 (36.17%)	18 (21.95%)
Strongly Oppose	79	6 (11.11%)	11 (8.21%)	7 (10.61%)	16 (10.00%)	10 (10.20%)	11 (12.64%)	5 (10.64%)	13 (15.85%)
No Opinion	73	5 (9.26%)	9 (6.72%)	5 (7.58%)	20 (12.50%)	14 (14.29%)	9 (10.34%)	4 (8.51%)	7 (8.54%)

Years Lived in Lodi—

	Totals	1 to 10	11 to 20	21 to 30	31 to 40	41 to 50	51 to 60	61 to 70	71 to 90
Strongly Support	138	31 (14.29%)	28 (17.83%)	29 (23.97%)	17 (17.71%)	18 (19.78%)	5 (10.64%)	5 (15.63%)	5 (20.83%)
Support	312	92 (42.40%)	61 (38.85%)	45 (37.19%)	36 (37.50%)	32 (35.16%)	21 (44.68%)	14 (43.75%)	11 (45.83%)
Oppose	175	50 (23.04%)	37 (23.57%)	25 (20.66%)	20 (20.83%)	23 (25.27%)	10 (21.28%)	7 (21.88%)	3 (12.50%)
Strongly Oppose	81	20 (9.22%)	11 (7.01%)	14 (11.57%)	12 (12.50%)	12 (13.19%)	5 (10.64%)	5 (15.63%)	2 (8.33%)
No Opinion	79	24 (11.06%)	20 (12.74%)	8 (6.61%)	11 (11.46%)	6 (6.59%)	6 (12.77%)	1 (3.13%)	3 (12.50%)

Own or Rent—

	Totals	Own	Rent
Strongly Support	137	107 (15.67%)	30 (30.61%)
Support	310	279 (40.85%)	31 (31.63%)
Oppose	174	155 (22.69%)	19 (19.39%)
Strongly Oppose	81	72 (10.54%)	9 (9.18%)
No Opinion	79	70 (10.25%)	9 (9.18%)

QUESTION #6.6: EXTENDING PUBLIC TRANSIT AND BUS SERVICE**Age—**

	Totals	17 to 28	29 to 38	39 to 48	49 to 58	59 to 68	69 to 78	79 to 95
Strongly Support	102	6 (17.14%)	6 (7.89%)	20 (15.50%)	18 (11.04%)	26 (16.25%)	17 (13.71%)	9 (15.25%)
Support	254	13 (37.14%)	19 (25.00%)	31 (24.03%)	53 (32.52%)	57 (35.63%)	58 (46.77%)	21 (35.59%)
Oppose	178	5 (14.29%)	24 (31.58%)	30 (23.26%)	46 (28.22%)	34 (21.25%)	29 (23.39%)	10 (16.95%)
Strongly Oppose	115	4 (11.43%)	10 (13.16%)	28 (21.71%)	32 (19.63%)	23 (14.38%)	8 (6.45%)	9 (15.25%)
No Opinion	100	7 (20.00%)	17 (22.37%)	20 (15.50%)	14 (8.59%)	20 (12.50%)	12 (9.68%)	10 (16.95%)

Ethnicity—

	Totals	African American/Black	Asian/South Asian	Caucasian/White	Latino	Native American	Mixed
Strongly Support	100	0 (0.00%)	10 (33.33%)	73 (11.20%)	15 (30.00%)	0 (0.00%)	2 (14.29%)
Support	254	1 (33.33%)	10 (33.33%)	228 (34.97%)	9 (18.00%)	2 (33.33%)	4 (28.57%)
Oppose	186	1 (33.33%)	5 (16.67%)	165 (25.31%)	12 (24.00%)	0 (0.00%)	3 (21.43%)
Strongly Oppose	114	1 (33.33%)	4 (13.33%)	100 (15.34%)	5 (10.00%)	2 (33.33%)	2 (14.29%)
No Opinion	101	0 (0.00%)	1 (3.33%)	86 (13.19%)	9 (18.00%)	2 (33.33%)	3 (21.43%)

Income—

	Totals	< \$20,000	\$20-39,999	\$40-49,000	\$50-74,999	\$75-99,999	\$100-124,999	\$125-149,999	\$150,000+
Strongly Support	96	15 (29.41%)	17 (13.60%)	13 (19.70%)	25 (15.82%)	9 (9.47%)	8 (9.30%)	6 (12.77%)	3 (3.61%)
Support	235	13 (25.49%)	52 (41.60%)	19 (28.79%)	42 (26.58%)	38 (40.00%)	30 (34.88%)	14 (29.79%)	27 (32.53%)
Oppose	173	8 (15.69%)	27 (21.60%)	16 (24.24%)	46 (29.11%)	20 (21.05%)	22 (25.58%)	12 (25.53%)	22 (26.51%)
Strongly Oppose	111	9 (17.65%)	11 (8.80%)	10 (15.15%)	23 (14.56%)	13 (13.68%)	16 (18.60%)	10 (21.28%)	19 (22.89%)
No Opinion	96	6 (11.76%)	18 (14.40%)	8 (12.12%)	22 (13.92%)	15 (15.79%)	10 (11.63%)	5 (10.64%)	12 (14.46%)

Years Lived in Lodi—

	Totals	1 to 10	11 to 20	21 to 30	31 to 40	41 to 50	51 to 60	61 to 70	71 to 90
Strongly Support	102	22 (10.38%)	21 (13.73%)	28 (22.95%)	15 (16.13%)	9 (10.23%)	1 (2.13%)	5 (15.63%)	1 (4.55%)
Support	258	72 (33.96%)	56 (36.60%)	36 (29.51%)	30 (32.26%)	27 (30.68%)	18 (38.30%)	12 (37.50%)	7 (31.82%)
Oppose	188	56 (26.42%)	35 (22.88%)	24 (19.67%)	22 (23.66%)	27 (30.68%)	12 (25.53%)	6 (18.75%)	6 (27.27%)
Strongly Oppose	119	23 (10.85%)	27 (17.65%)	23 (18.85%)	14 (15.05%)	13 (14.77%)	8 (17.02%)	7 (21.88%)	4 (18.18%)
No Opinion	102	39 (18.40%)	14 (9.15%)	11 (9.02%)	12 (12.90%)	12 (13.64%)	8 (17.02%)	2 (6.25%)	4 (18.18%)

Own or Rent—

	Totals	Own	Rent
Strongly Support	102	82 (12.20%)	20 (21.51%)
Support	257	22 (33.78%)	30 (32.26%)
Oppose	183	162 (24.11%)	21 (22.58%)
Strongly Oppose	120	109 (16.22%)	11 (11.83%)
No Opinion	103	92 (13.69%)	11 (11.83%)

QUESTION #6.7: PROVIDING MORE AFFORDABLE HOUSING**Age—**

	Totals	17 to 28	29 to 38	39 to 48	49 to 58	59 to 68	69 to 78	79 to 95
Strongly Support	106	9 (25.71%)	5 (6.76%)	21 (16.15%)	13 (7.93%)	25 (16.13%)	22 (18.03%)	11 (16.92%)
Support	170	9 (25.71%)	14 (18.92%)	20 (15.38%)	33 (20.12%)	37 (23.87%)	32 (26.23%)	23 (35.38%)
Oppose	224	6 (17.14%)	22 (29.73%)	40 (30.77%)	53 (32.32%)	50 (32.26%)	41 (33.61%)	12 (18.46%)
Strongly Oppose	174	8 (22.86%)	21 (28.38%)	40 (30.77%)	48 (29.27%)	35 (22.58%)	14 (11.48%)	7 (10.77%)
No Opinion	74	3 (8.57%)	12 (16.22%)	9 (6.92%)	17 (10.37%)	8 (5.16%)	13 (10.66%)	12 (18.46%)

Ethnicity—

	Totals	African American/Black	Asian/South Asian	Caucasian/White	Latino	Native American	Mixed
Strongly Support	108	1 (33.33%)	9 (31.03%)	84 (12.88%)	11 (22.45%)	1 (12.50%)	2 (13.33%)
Support	169	0 (0.00%)	9 (31.03%)	146 (22.39%)	9 (18.37%)	3 (37.50%)	2 (13.33%)
Oppose	226	1 (33.33%)	7 (24.14%)	200 (30.67%)	13 (26.53%)	0 (0.00%)	5 (33.33%)
Strongly Oppose	176	1 (33.33%)	4 (13.79%)	154 (23.62%)	9 (18.37%)	3 (37.50%)	5 (33.33%)
No Opinion	77	0 (0.00%)	0 (0.00%)	68 (10.43%)	7 (14.29%)	1 (12.50%)	1 (6.67%)

Income—

	Totals	< \$20,000	\$20-39,999	\$40-49,000	\$50-74,999	\$75-99,999	\$100-124,999	\$125-149,999	\$150,000+
Strongly Support	104	22 (43.14%)	28 (22.05%)	11 (17.19%)	22 (14.01%)	8 (8.25%)	7 (8.05%)	3 (6.38%)	3 (3.66%)
Support	149	11 (21.57%)	35 (27.56%)	13 (20.31%)	35 (22.29%)	24 (24.74%)	15 (17.24%)	7 (14.89%)	9 (10.98%)
Oppose	219	8 (15.69%)	28 (22.05%)	21 (32.81%)	53 (33.76%)	28 (28.87%)	28 (32.18%)	17 (36.17%)	36 (43.90%)
Strongly Oppose	171	6 (11.76%)	21 (16.54%)	14 (21.88%)	36 (22.93%)	23 (23.71%)	30 (34.48%)	18 (38.30%)	23 (28.05%)
No Opinion	69	4 (7.84%)	15 (11.81%)	5 (7.81%)	11 (7.01%)	14 (14.43%)	7 (8.05%)	2 (4.26%)	11 (13.41%)

Years Lived in Lodi—

	Totals	1 to 10	11 to 20	21 to 30	31 to 40	41 to 50	51 to 60	61 to 70	71 to 90
Strongly Support	109	28 (12.96%)	21 (13.82%)	22 (18.33%)	15 (16.48%)	14 (15.73%)	1 (2.17%)	4 (12.50%)	4 (17.39%)
Support	172	51 (23.61%)	33 (21.71%)	21 (17.50%)	18 (19.78%)	19 (21.35%)	12 (26.09%)	10 (31.25%)	8 (34.78%)
Oppose	232	62 (28.70%)	47 (30.92%)	35 (29.17%)	27 (29.67%)	28 (31.46%)	16 (34.78%)	11 (34.38%)	6 (26.09%)
Strongly Oppose	179	52 (24.07%)	36 (23.68%)	32 (26.67%)	22 (24.18%)	20 (22.47%)	10 (21.74%)	5 (15.63%)	2 (8.70%)
No Opinion	77	23 (10.56%)	15 (9.87%)	10 (8.33%)	9 (9.89%)	8 (8.99%)	7 (15.22%)	2 (6.25%)	3 (13.04%)

Own or Rent—

	Totals	1 to 10	11 to 20	21 to 30	31 to 40	41 to 50	51 to 60	61 to 70	71 to 90
Strongly Support	109	28 (12.96%)	21 (13.82%)	22 (18.33%)	15 (16.48%)	14 (15.73%)	1 (2.17%)	4 (12.50%)	4 (17.39%)
Support	172	51 (23.61%)	33 (21.71%)	21 (17.50%)	18 (19.78%)	19 (21.35%)	12 (26.09%)	10 (31.25%)	8 (34.78%)
Oppose	232	62 (28.70%)	47 (30.92%)	35 (29.17%)	27 (29.67%)	28 (31.46%)	16 (34.78%)	11 (34.38%)	6 (26.09%)
Strongly Oppose	179	52 (24.07%)	36 (23.68%)	32 (26.67%)	22 (24.18%)	20 (22.47%)	10 (21.74%)	5 (15.63%)	2 (8.70%)
No Opinion	77	23 (10.56%)	15 (9.87%)	10 (8.33%)	9 (9.89%)	8 (8.99%)	7 (15.22%)	2 (6.25%)	3 (13.04%)